

PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC. 7-13, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING			W O M E N					M E N					T E E N S		CHILDREN										
								PERS	WOMEN		LOH 18-49	18- 18-49	18- 25- 35- 45+	18- 25- 35- 45+	18- 25- 35- 45+	18- 25- 35- 45+	TOT.	FEM.	TOT.	TOT.													
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11						
EVENING																																	
A DIFFERENT WORLD										A	27.9	43	2472	1787	349	290	87	829	307	518	457	353	265	457	178	291	273	207	132	206	111	296	186
THU	8.30P	30	NBC	10	B	26.5	42	2351	1780	367	307	99	850	337	538	469	346	259	482	197	311	283	211	134	187	106	262	167					
	208	99	CS	10	C	26.5	42	2351	1780	367	307	99	850	337	538	469	346	259	482	197	311	283	211	134	187	106	262	167					
ABC THURSDAY NIGHT MOVIE(B)										A	7.1	12	629	1562	291	232	63^	643	226	402	340	302	219	673	299	477	460	304	143	120	28^	126	84^
THU	9.22P	120	ABC																														
	170	81	FF																														
BEST DEFENSE										A	6.3	10	558	1590	254	195	66^	672	213	367	302	281	296	701	250	451	420	349	213	85^	17^	132	87^
	9.00 - 9.30				A	6.9	11	611	1665	295	242	71^	687	245	435	375	313	232	703	305	502	470	320	155	121	29^	154	96^					
	9.30 - 10.00				A	7.3	11	647	1603	321	260	68^	670	232	439	371	321	212	644	274	460	445	307	130	136	25^	152	101					
	10.00 - 10.30				A	6.9	12	611	1525	293	232	59^	620	230	394	334	293	201	662	312	486	478	296	124	126	34^	118	85^					
	10.30 - 11.00				A	7.6	14	673	1429	258	194	50^	576	194	334	278	285	215	683	327	471	459	278	148	103	27^	67^	47^					
	11.00 - 11.30																																
ADVENTURES-BEANS BAXTER(R)										A	2.7	5	239	1792	268	213^	23^	471	174^	334	240^	266	112^	606	316	440	408	222^	139^	397	232^	319	236^
SAT	9.00P	30	FOX	7	B	2.3	4	200	1717	232	198	53^	485	218	367	295	238	97^	541	262	402	327	214	115^	345	158^	346	238					
	115	84	CS	7	C	2.3	4	200	1717	232	198	53^	485	218	367	295	238	97^	541	262	402	327	214	115^	345	158^	346	238					
ALF										A	17.2	26	1524	1967	327	266	100	767	345	526	446	305	193	561	269	436	351	234	111	213	91	426	272
MON										B	18.7	29	1658	1903	320	270	107	719	331	510	443	283	166	507	246	398	345	216	87	243	119	435	280
	8.00P	30	NBC	11	C	18.7	29	1658	1903	320	270	107	719	331	510	443	283	166	507	246	398	345	216	87	243	119	435	280					
	202	98	CS	11																													
AMEN										A	16.5	29	1462	1700	314	228	55	853	210	376	377	375	400	493	132	246	228	227	215	173	95	181	119
SAT	9.30P	30	NBC	10	B	17.9	32	1589	1718	322	238	60	876	234	421	405	389	397	489	146	252	245	224	201	150	92	204	143					
	203	97	CS	10	C	17.9	32	1589	1718	322	238	60	876	234	421	405	389	397	489	146	252	245	224	201	150	92	204	143					
A MOUSE, A MYSTERY & ME(S)										A	11.2	18	992	2183	295	236	103	690	309	501	424	307	165	450	217	343	305	186	98	197	111	845	510
SUN	7.30P	30	NBC																														
	197	98	EA																														
BARBARA WALTERS SPECIAL(S)										A	22.0	35	1949	1619	346	301	118	823	357	557	471	329	231	532	245	391	343	226	109	99	57	165	100
TUE	9.00P	60	ABC																														
	218	99	CC																														
	9.00P	32																															
	9.52P	28																															
	9.00 - 9.30				A	22.6	35	2002	1662	343	300	119	813	351	552	466	322	227	520	243	390	330	216	102	125	69	204	129					
	9.30 - 10.00				A	21.7	34	1923	1619	362	314	107	842	366	570	483	338	238	557	259	408	365	236	110	83	49	137	81					
	10.00 - 10.30				A	21.2	36	1878	1555	343	296	123	831	363	559	474	336	235	542	243	385	353	238	118	66	42	117	65					
BILL COSBY SHOW										A	30.0	47	2658	1778	318	257	84	833	283	487	436	359	300	483	173	297	275	234	152	176	95	286	184
THU	8.00P	30	NBC	12	B	29.1	46	2580	1777	350	285	89	856	305	498	445	355	302	509	184	302	283	228	167	162	89	250	160					
	213	99	CS	12	C	29.1	46	2580	1777	350	285	89	856	305	498	445	355	302	509	184	302	283	228	167	162	89	250	160					
BRONX ZOO SPCL(S)										A	12.9	23	1143	1495	284	227	91	739	267	484	460	356	215	594	188	392	402	323	147	116	66	46^	28^
WED	10.00P	60	NBC																														
	CONT'D																																

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

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PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

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EVENING CONT'D																																				
HEAD OF THE CLASS-CONT'D																																				
211 98 CS 11					C	16.6	26	1472	1698	338	283	103	752	335	501	435	291	209	473	227	344	298	192	100	203	106	270	176								
HIGHWAY TO HEAVEN					A	14.0	22	1240	1590	261	163	49 ^A	878	104	287	343	466	500	532	69	194	203	294	297	82	34 ^A	97	72								
WED 8.00P 60 NBC 11					B	14.2	23	1261	1728	292	214	63	871	186	392	404	425	409	521	126	246	241	269	237	129	61	208	130								
204 98 GD 11					C	14.2	23	1261	1728	292	214	63	871	186	392	404	425	409	521	126	246	241	269	237	129	61	208	130								
8.00 - 8.30					A	13.5	22	1196	1572	251	156	49 ^A	870	100	272	336	458	503	530	64	187	194	296	303	83	37 ^A	89	62								
8.30 - 9.00					A	14.6	23	1294	1595	269	169	49	880	107	298	348	471	494	531	73	199	209	290	289	80	32 ^A	105	80								
HOOPERMAN					A	16.0	25	1418	1609	302	252	83	767	270	448	385	352	281	557	182	316	291	261	202	145	76	140	88								
WED 9.00P 30 ABC 10					B	16.5	26	1462	1653	320	258	96	780	295	478	446	344	249	535	213	349	319	245	151	146	75	192	125								
211 99 OP 10					C	16.5	26	1462	1653	320	258	96	780	295	478	446	344	249	535	213	349	319	245	151	146	75	192	125								
HOTEL					A	8.8	16	780	1583	325	258	88	813	244	402	361	335	373	485	161	264	242	216	188	142	88	142	88								
SAT 10.00P 60 ABC 10					B	9.1	18	809	1569	333	260	83	850	256	437	412	378	357	483	174	268	265	216	173	102	65	134	86								
198 95 GD 10					C	9.1	18	809	1569	333	260	83	850	256	437	412	378	357	483	174	268	265	216	173	102	65	134	86								
10.00 - 10.30					A	8.5	16	753	1600	321	257	90	820	243	390	347	333	388	483	159	270	251	228	182	144	88	153	98								
10.30 - 11.00					A	9.2	17	815	1549	325	257	86	798	243	407	369	333	354	482	162	256	231	203	191	138	87	131	78								
HOUSTON KNIGHTS					A	7.5	12	665	1674	337	254	76 ^A	758	222	439	398	357	294	676	199	349	346	318	273	118	66 ^A	122	91 ^A								

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DEC 7-13, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	OF	T/C	NO.	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOTAL WORKING LOH				W O M E N					M E N					TEEN S		CHILDREN						
											PERS	WOMEN	18-49		18-	18-	25-	35-	18-	18-	25-	35-	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64
#STNS	CVG%	TYPE								(2+)	18+	49	<3		34	49	54	64	55+		34	49	54	64	55+	12-17	12-17	2-6	2-6				
EVENING CONT'D																																	
JAKE AND THE FATMAN-CONT'D 9.30 - 10.00										A	9.9	16	877	1597	223	142	67^	771	157	304	308	356	423	620	124	263	259	312	317	96	39^	110	73
KATE & ALLIE MON 8.00P 30 CBS 2										A	15.9	24	1409	1605	369	282	72	885	237	448	421	405	393	509	129	252	268	249	217	95	59	116	72
208 99 CS 2										B	15.7	24	1391	1605	345	250	82	852	236	427	396	387	378	500	149	260	253	232	209	96	62	156	106
										C	15.7	24	1391	1605	345	250	82	852	236	427	396	387	378	500	149	260	253	232	209	96	62	156	106
KNOTS LANDING THU 10.22P 60 CBS 11										A	16.6	29	1471	1526	389	311	93	936	313	523	463	405	367	440	171	253	220	186	154	75	48	75	51
208 99 GD 11										B	15.2	26	1344	1532	377	301	90	919	324	527	470	389	337	434	182	269	245	179	135	82	43	97	64
10.00 - 10.30										C	15.2	26	1344	1532	377	301	90	919	324	527	470	389	337	434	182	269	245	179	135	82	43	97	64
10.30 - 11.00										A	14.7	24	1302	1588	391	304	92	942	320	511	447	390	381	471	190	279	234	194	161	78	41^	98	61
11.00 - 11.30										A	16.8	29	1488	1531	396	319	92	941	318	528	465	403	368	438	175	256	221	182	150	77	51	74	52
										A	16.9	31	1497	1511	381	305	95	932	307	524	469	415	363	435	159	242	215	190	158	73	47	71	47
L.A. LAW THU 10.30P 60 NBC 8										A	18.9	34	1675	1562	323	260	98	781	285	488	464	363	250	633	244	424	374	309	180	79	39	69	21^
211 99 GD 8										B	19.4	33	1714	1575	344	276	102	799	304	514	485	371	233	618	234	405	381	302	173	85	50	72	37
10.30 - 11.00										C	19.4	33	1714	1575	344	276	102	799	304	514	485	371	233	618	234	405	381	302	173	85	50	72	37
11.00 - 11.30										A	19.0	32	1683	1553	328	262	98	771	290	485	462	355	241	622	251	427	373	302	165	84	40	76	23^
										A	18.8	36	1666	1571	318	259	99	791	280	490	466	370	260	645	237	422	376	317	195	73	38^	62	20^
LAW & HARRY MCGRAW																																	
TUE 10.00P 60 CBS 10										A	10.0	18	886	1538	280	158	49^	782	116	304	358	422	407	608	126	277	285	327	275	73	55^	75	46^
203 95 PD 10										B	10.9	19	968	1497	285	189	49	797	159	338	361	407	395	564	128	258	259	298	265	61	32	75	50
10.00 - 10.30										C	10.9	19	968	1497	285	189	49	797	159	338	361	407	395	564	128	258	259	298	265	61	32	75	50
10.30 - 11.00										A	9.7	17	859	1569	281	164	59^	788	129	315	360	413	406	598	128	271	282	318	271	83	59^	100	66^
										A	10.4	20	921	1494	278	151	39^	769	103	292	353	426	403	612	123	280	285	333	276	64^	50^	50^	27^
MACGYVER(R) MON 8.00P 60 ABC 10										A	11.7	18	1037	1648	265	218	53^	697	187	390	364	359	265	650	196	375	350	338	227	141	62	159	119
206 96 A 10										B	12.7	20	1128	1662	257	196	61	707	185	359	343	356	302	658	212	365	341	315	236	132	62	165	95
8.00 - 8.30										C	12.7	20	1128	1662	257	196	61	707	185	359	343	356	302	658	212	365	341	315	236	132	62	165	95
8.30 - 9.00										A	10.8	17	957	1602	261	216	44^	711	172	376	351	369	293	631	171	338	319	338	241	117	50^	143	103
										A	12.7	20	1125	1674	267	218	61	680	199	398	372	348	240	661	215	404	375	334	214	161	72	172	131
MARRIED...WITH CHILDREN(R) SUN 8.30P 30 FOX 8										A	3.6	5	319	2010	400	332	105^	757	415	576	441	287	125^	644	326	507	446	292	93^	234	57^	376	255
120 86 CS 8										B	4.1	6	360	1915	345	299	88	677	372	531	409	258	103	671	387	566	447	257	80	260	109	307	195
										C	4.1	6	360	1915	345	299	88	677	372	531	409	258	103	671	387	566	447	257	80	260	109	307	195
MATLOCK TUE 8.00P 60 NBC 8										A	17.6	27	1559	1564	200	119	36^	857	119	261	307	401	520	610	93	217	229	296	363	30^	13^	67	35^
203 97 GD 8										B	17.0	26	1502	1608	241	148	50	878	130	292	334	431	511	588	107	230	237	289	320	57	26	84	44
8.00 - 8.30										C	17.0	26	1502	1608	241	148	50	878	130	292	334	431	511	588	107	230	237	289	320	57	26	84	44
8.30 - 9.00										A	17.0	27	1506	1553	197	119	38^	854	114	258	303	405	520	598	86	211	221	290	363	31^	13^	70	37^
										A	18.2	28	1613	1574	202	120	35^	860	124	264	310	398	520	620	101	224	236	301	362	29^	13^	64	34^
MIAMI VICE(R) FRI 9.00P 60 NBC 10										A	14.0	24	1240	1816	332	272	100	723	256	462	433	363	212	678	279	442	399	310	187	180	100	236	109
207 99 OP 10										B	14.4	24	1277	1781	324	269	100	761	305	512	453	346	213	649	272	435	415	297	166	137	71	234	133
CONT'D										C	14.4	24	1277	1781	324	269	100	761	305	512	453	346	213	649	272	435	415	297	166	137	71	234	133

PROGRAM AUDIENCE ESTIMATES (Alpha)

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[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING				W O M E N					M E N					T E E N S		C H I L D R E N			
DAY	TIME	DUR	NET	NO. OF		AVG. AUD.	SH %	AVG. AUD. 0,000	PERS	WOMEN	18-49 W/CH		18-	18-	25-	35-		18-	18-	25-	35-		TOT. 12-	FEM. 12-	TOT. 2-6	TOT. 6+		
	#STNS	CVG%	TYPE	T/C		%	%		(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11
EVENING CONT'D																												
NFL MONDAY NIGHT FOOTBALL					A	17.3	31	1533	1601	192	150	36^	504	145	285	268	247	184	873	314	543	516	410	261	121	27^	102	67
MON 9.00P 197 ABC 12					B	17.7	31	1570	1577	200	166	48	498	168	295	278	234	166	878	329	553	522	404	253	100	25	101	60
217 99 SE 12					C	17.7	31	1570	1577	200	166	48	498	168	295	278	234	166	878	329	553	522	404	253	100	25	101	60
NY JETS VS MIAMI					A	16.9	26	1497	1665	187	149	33^	531	143	300	285	255	203	873	277	520	512	438	277	132	27^	130	90
9.00 - 9.30					A	19.4	29	1719	1623	171	131	30^	493	137	264	253	237	196	884	313	527	502	404	287	124	23^	121	82
9.30 - 10.00					A	20.5	32	1816	1616	188	149	40	513	162	291	275	241	184	874	331	550	517	396	259	126	24^	102	70
10.00 - 10.30					A	18.1	31	1604	1615	194	151	46	517	159	299	272	252	181	876	338	561	532	394	247	122	31^	100	64
10.30 - 11.00					A	15.9	31	1409	1573	196	149	34^	486	139	271	260	243	175	867	310	553	509	420	250	124	29^	96	58
11.00 - 11.30					A	15.2	35	1347	1526	215	163	34^	491	136	286	270	259	166	852	301	532	505	410	249	106	27^	77	48
11.30 - 12.00					A	14.0	36	1240	1471	202	161	34^	459	120	273	248	243	159	856	322	557	527	401	228	97	31^	59	33^
12.00 - 12.30																												
NIGHT BEFORE CHRISTMAS(S,R)					A	16.8	26	1488	2071	286	239	149	686	369	517	401	239	156	474	269	366	314	165	79	197	100	714	371
WED 8.30P 30 CBS																												
208 97 EA																												
NIGHT COURT					A	22.9	36	2029	1610	359	301	101	772	307	503	468	335	226	591	257	424	377	264	138	132	65	114	49
THU 10.00P 30 NBC					B	23.1	36	2051	1619	363	302	108	807	325	531	480	355	228	561	236	382	349	248	142	135	72	116	65
	206	99	CS	9	C	23.1	36	2051	1619	363	302	108	807	325	531	480	355	228	561	236	382	349	248	142	135	72	116	65
CHARA					A	8.8	16	780	1737	264	188	68^	772	183	367	393	363	333	661	174	356	355	358	242	109	44^	196	132
SAT 8.00P 60 ABC 2					B	8.4	15	744	1731	282	203	58^	769	174	366	383	392	323	670	178	376	373	374	241	94	41^	198	130
164 86 OP 2					C	8.4	15	744	1731	282	203	58^	769	174	366	383	392	323	670	178	376	373	374	241	94	41^	198	130
8.00 - 8.30					A	8.2	15	727	1737	261	186	63^	789	179	372	398	377	343	657	171	348	355	352	242	105	42^	185	129
8.30 - 9.00					A	9.4	17	833	1738	267	189	72^	757	186	363	389	351	324	665	177	364	355	362	241	112	46^	205	135
OLYMPIC DIARY-MON					A	12.2	20	1081	1674	246	200	67	668	187	378	366	341	246	668	224	405	378	323	217	166	80	171	134
MON 8.45P 1 ABC 12					B	13.3	21	1176	1678	252	195	59	688	192	363	343	346	281	686	231	406	381	330	223	138	62	166	100
186 93 SC 12					C	13.3	21	1176	1678	252	195	59	688	192	363	343	346	281	686	231	406	381	330	223	138	62	166	100
OLYMPIC DIARY-TUE					A	13.5	28	1196	1512	378	333	160	885	472	664	537	295	197	488	217	351	344	215	101	59	39^	80	42^
TUE 11.03P 1 ABC 12					B	14.8	27	1314	1563	358	307	133	838	411	611	525	324	186	494	235	367	329	208	98	113	66	117	73
209 99 SC 12					C	14.8	27	1314	1563	358	307	133	838	411	611	525	324	186	494	235	367	329	208	98	113	66	117	73
OLYMPIC DIARY-WED					A	16.2	29	1435	1542	340	265	100	915	295	519	459	394	351	432	161	263	241	205	131	98	63	97	56
WED 10.43P 1 ABC 11					B	15.0	27	1330	1546	344	276	85	892	287	492	452	382	352	449	170	267	249	198	146	95	56	111	73
214 99 SC 11					C	15.0	27	1330	1546	344	276	85	892	287	492	452	382	352	449	170	267	249	198	146	95	56	111	73
OLYMPIC DIARY-THU(B)					A	7.2	13	638	1429	271	200	41^	590	199	321	274	288	236	667	304	447	440	278	161	95^	24^	77^	58^
THU 10.59P 1 ABC																												
170 81 SC																												
OLYMPIC DIARY-FRI					A	14.0	26	1240	1565	280	201	73	795	230	416	435	379	311	553	174	289	309	258	202	106	39^	112	41^
FRI 10.47P 1 ABC 13					B	12.5	24	1110	1597	302	223	89	809	237	446	435	398	299	611	182	359	363	304	199	86	40	91	53
216 99 SC 13					C	12.5	24	1110	1597	302	223	89	809	237	446	435	398	299	611	182	359	363	304	199	86	40	91	53

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING			LOH 18-49 W/CH	W O M E N					M E N					T E E N S		C H I L D R E N									
								PERS (2+)	WOMEN 18+			49	18-	18-	25-	35-	18-	18-	25-	35-	TOT. 12-	FEM. 12-	TOT. 2	TOT. 101									
LIVING CONT'D										A	20.3	32	1799	1807	346	300	109	780	357	540	449	295	201	475	224	342	289	196	91	195	97	357	240
WHO'S THE BOSS?										B	22.3	35	1977	1755	350	297	103	772	341	520	438	299	210	471	225	335	285	194	103	209	117	303	206
TUE 8.00P										C	22.3	35	1977	1755	350	297	103	772	341	520	438	299	210	471	225	335	285	194	103	209	117	303	206
218 99 CS										A	2.9	5	257	1622	260	183^	37^	516	192^	340	305	276	125^	623	278	414	392	225^	189^	182^	107^	301	202^
WOMEN IN PRISON(R)										B	2.7	5	235	1604	265	202	60^	567	212	349	319	295	169	554	232	372	326	231	160	200	101^	283	195
SAT 8.30P										C	2.7	5	235	1604	265	202	60^	567	212	349	319	295	169	554	232	372	326	231	160	200	101^	283	195
118 85 CS																																	

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PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									WORKING WOMEN		W O M E N					M E N					T E E N S			C H I L D R E N				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	18-18+	49	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	12-17	12-17	12-14	2-5	6-11	11-17	
EARLY EVENING NEWS																												
ABC WORLD NEWS TONIGHT MON-FRI 6.30P 30 ABC 55					A	10.4	19	925	206	142	751	110	275	281	380	432	582	113	252	277	285	274	19^	21^	19^	40	20^	19^
					B	10.6	20	941	221	159	753	144	298	302	358	409	573	130	252	268	267	271	25^	22^	24^	38	22^	20^
					C	10.6	20	941	221	159	753	144	298	302	358	409	573	130	252	268	267	271	25^	22^	24^	38	22^	20^
ABC WRLD NEWS TONIGHT-SAT SAT 6.30P 30 ABC 1					A	6.1	12	540	145	102^	636	153	221	215	201	363	657	146	278	304	320	289	38^	11^	35^	34^	23^	20^
					B	6.1	12	540	145	102^	636	153	221	215	201	363	657	146	278	304	320	289	38^	11^	35^	34^	23^	20^
					C	6.1	12	540	145	102^	636	153	221	215	201	363	657	146	278	304	320	289	38^	11^	35^	34^	23^	20^
ABC WRLD NEWS TONIGHT-SUN SUN 6.30P 30 ABC 11					A	7.9	14	700	214	156	705	128	235	260	290	425	631	157	277	279	289	303	18^	14^	30^	27^	13^	15^
					B	6.6	12	585	212	152	746	139	263	270	315	434	606	138	260	258	280	303	33^	28^	32^	29^	24^	28^
					C	6.6	12	585	212	152	746	139	263	270	315	434	606	138	260	258	280	303	33^	28^	32^	29^	24^	28^
CBS EVENING NEWS-RATHER MON-FRI 6.30P 30 CBS 59					A	11.7	21	1035	208	118	731	123	251	277	313	425	581	101	210	212	269	342	27^	23^	28^	37	19^	24^
					B	11.8	22	1043	218	131	746	127	265	291	329	424	586	107	228	233	277	323	27	19^	24^	38	21^	22^
					C	11.8	22	1043	218	131	746	127	265	291	329	424	586	107	228	233	277	323	27	19^	24^	38	21^	22^
CBS SAT. NEWS-SCHIEFFER SAT 6.30P 30 CBS 10					A	7.0	14	620	234	111	659	85^	211	249	303	387	592	79^	205	219	302	351	52^	23^	23^	48^	26^	4^
					B	7.3	15	642	180	104	710	106	205	226	274	457	610	128	243	251	273	331	32^	20^	31^	32^	21^	10^
					C	7.3	15	642	180	104	710	106	205	226	274	457	610	128	243	251	273	331	32^	20^	31^	32^	21^	10^
NBC NIGHTLY NEWS					A	10.5	19	932	206	145	754	123	266	298	327	420	611	139	269	288	282	286	24^	33^	24^	34^	14^	8^
MON-FRI 6.30P 30 NBC 55					B	10.5	19	930	206	145	754	123	266	298	327	420	611	139	269	288	282	286	24^	33^	24^	34^	14^	8^
					C	10.5	19	930	206	145	754	123	266	298	327	420	611	139	269	288	282	286	24^	33^	24^	34^	14^	8^
NBC NIGHTLY NEWS-SAT SAT 6.30P 30 NBC 11					A	10.5	21	930	164	101	745	123	238	278	299	451	610	111	240	229	283	323	13^	8^	12^	22^	7^	12^
					B	8.8	19	781	179	110	775	109	217	246	290	501	60	111	240	224	247	342	22^	21^	20^	26^	15^	15^
					C	8.8	19	781	179	110	775	109	217	246	290	501	60	111	240	224	247	342	22^	21^	20^	26^	15^	15^
NBC NIGHTLY NEWS-SUN SUN 6.30P 30 NBC 5					A	7.1	13	594	209	140	774	129	254	265	299	480	624	145	289	288	313	337	30^	25^	36^	91^	51^	37^
					B	7.1	13	627	228	155	773	127	273	288	337	445	673	145	289	288	313	337	32^	34^	32^	41^	27^	20^
					C	7.1	13	627	228	155	773	127	273	288	337	445	673	145	289	288	313	337	32^	34^	32^	41^	27^	20^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

DIC. 7 13, 1987

PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
										HOUSEHOLD AUDIENCES		TOTAL PERS		WORKING WOMEN		W O M E N						M E N						M A T T I M					
DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD.	SH	AVG. AUD.																									
#STNS	CVG%	TYPE	T/C	%	%	0,000			(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	17	17
LATE FRINGE CONT'D																																	
CBS LATE NIGHT II-CONT'D																																	
THU	1.33A	48																															
FRI	12.30A	61																															
	12.30 - 1.00				A	2.1	9	186	1366	279	215	236	131	715	277	468	441	463	385	109	545	269	436	430	463	360	18	32					
	1.00 - 1.30				A	2.1	13	187	1236	274	200	205	89	664	228	377	351	377	323	102	518	259	399	388	413	321	<<	20					
	1.30 - 2.00				A	1.7	14	152	1258	287	192	192	78	676	206	347	317	349	310	114	539	266	420	410	441	338	7	9					
	2.00 - 2.30				A	1.6	15	137	1194	210	108	107	28	555	134	215	200	235	223	213	580	312	459	386	440	299	27	<<					
CBS NEWS NIGHTWATCH-1																																	
SUN	2.00A	30			A	0.5	6	44	1523	304	129	129	98	805	313	426	415	525	438	124	615	328	444	424	424	320	<<	<<					
	47	48			B	0.9	9	77	1221	280	213	201	75	712	244	387	355	409	379	74	424	197	306	277	292	255	10	13					
					C	0.9	9	77	1221	280	213	201	75	712	244	387	355	409	379	74	424	197	306	277	292	255	10	13					
CBS NEWS NIGHTWATCH-2																																	
MON	2.39A	21			A	0.8	11	72	1211	292	174	161	68	642	289	425	411	441	386	43	520	196	361	345	387	360	<<	<<					
	58	59			B	0.9	11	76	1207	311	221	210	73	701	242	390	361	420	387	67	432	200	310	287	305	266	7	13					
					C	0.9	11	76	1207	311	221	210	73	701	242	390	361	420	387	67	432	200	310	287	305	266	7	13					
TUE	2.36A	24																															
WED	2.38A	22																															
THU	2.58A	2																															
SUN 2.30A 30																																	
CBS NEWS NIGHTWATCH-3																																	
M-THSU	3.00A	180			A	0.8	18	73	1131	233	118	107	35	701	164	283	282	351	317	53	371	155	258	250	264	220	<<	<<					
	101	81			B	0.8	18	73	1131	233	118	107	35	701	164	283	282	351	317	53	371	155	258	250	264	220	<<	<<					
	3.00 - 3.30				A	0.8	18	73	1140	199	128	119	37	638	202	327	311	323	313	52	438	202	316	306	329	287	<<	<<					
	3.30 - 4.00				A	0.8	18	73	1129	198	108	97	35	661	172	276	276	313	313	40	390	188	301	288	301	275	<<	<<					
	4.00 - 4.30				A	0.8	18	73	1157	227	101	77	36	704	161	276	276	313	313	55	373	173	290	277	286	245	<<	<<					
	4.30 - 5.00				A	0.8	18	73	1132	234	122	101	35	712	164	288	288	361	326	66	346	157	265	252	264	211	<<	<<					
	5.00 - 5.30				A	0.8	18	73	1110	254	133	118	42	756	148	271	271	354	311	54	326	106	196	195	208	155	<<	<<					
	5.30 - 6.00				A	0.8	18	73	1039	275	104	115	21	701	120	232	232	309	288	46	313	83	156	156	168	121	<<	<<					
CBS NEWS SP RPT 1(S)																																	
MON	11.30P	39			A	4.8	14	425	1448	272	192	163	140	734	244	412	371	402	332	61	541	183	321	306	336	293	5	38					
	195	96																															
US/SOVIET SUMMIT WRAP-UP																																	
	11.30 - 12.00				A	5.0	14	443	1457	267	187	158	139	735	239	407	367	400	330	64	541	182	319	303	332	284	3	42					
	12.00 - 12.30				A	4.1	13	363	1424	293	216	182	142	734	266	438	390	413	342	49	548	189	332	320	355	328	10	22					
CBS NEWS SP RPT 2(S)																																	
TUE	11.30P	36			A	4.1	13	363	1353	310	183	211	54	684	161	328	314	376	335	66	611	181	352	347	402	350	28	<<					
	195	96																															
US/SOVIET SUMMIT WRAP-UP																																	
	11.30 - 12.00				A	4.2	13	372	1363	310	183	209	54	690	161	331	317	380	340	64	615	178	355	351	406	354	28	<<					
	CONT'D																																

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC 7 11, 1987

PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIAL CATEGORY																							
										HOUSEHOLD AUDIENCES		TOTAL PERS		WORKING		WOMEN		WOMEN		MEN		MEN		MEN		MEN							
DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000																									
#SINS	CVG%	TYPE	T/C																														
(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-						
LATE FRINGE CONT'D																																	
CBS NEWS SP RPT 2(S)-CONT'D 12.00 - 12.30										A	3.6	14	319	1291	309	179^	221	55^	646	164^	312	298	353	312	76^	587	194^	334	320	378	329	29v	<<
CBS NEWS SP RPT 3(S) WED 11.30P 38 CBS 193 95 N										A	3.3	10	292	1354	316	199^	216^	52v	702	180^	361	349	382	342	25v	566	181^	293	292	322	312	43v	13v
JS/SOVIET SUMMIT WRAP-UP 11.30 - 12.00										A	3.5	11	310	1328	310	201^	221	49v	694	174^	355	340	373	338	18v	541	161^	275	274	301	297	43v	15v
12.00 - 12.30										A	2.9	11	257	1308	306	164^	167^	62v	651	185^	347	347	379	318	53v	609	252	338	336	377	342	36v	<<
CBS NEWS SP RPT 4(S) THU 11.52P 35 CBS 193 95 N										A	3.8	14	337	1234	268	189	159^	70^	763	237	402	388	419	378	76^	432	165^	237	209	232	185^	<<	31v
US/SOVIET SUMMIT WRAP-UP 11.30 - 12.00										A	4.7	15	416	1315	279	202	170	87^	811	259	431	407	457	409	75^	452	157	243	218	241	191	<<	27v
12.00 - 12.30										A	3.5	14	310	1214	266	186^	157^	64^	751	231	394	384	408	369	77^	429	169^	237	207	231	184^	<<	33v
CBS SUNDAY NEWS SUN 11.30P 15 CBS 12										A	2.9	7	257	1524	272	154^	191^	<<	857	168^	363	363	403	402	66^	612	163^	332	310	352	326	37v	<<
										B	3.6	9	323	1418	291	217	229	51^	832	178	383	370	418	384	48^	502	113	246	235	273	253	22v	8v
110 57 N 12																																	
DAVID LETTERMAN I										A	3.7	19	311	1174	319	276	253	125	664	300	480	444	488	423	178	678	158	498	435	472	379	31^	34^
M-WF 12.30A 30 NBC 55										B	3.0	20	311	1395	290	240	221	128	680	300	459	415	459	395	157	595	336	470	415	446	367	37^	37^
204 99 GV 55										C	3.6	20	311	1395	290	240	221	128	680	300	459	415	459	395	157	595	336	470	415	446	367	37^	37^
THU 1.00A 30										A	3.7	19	311	1389	316	271	246	136	673	331	490	449	489	421	175	630	355	498	439	478	383	29^	39^
12.30 - 1.00										A	3.7	19	311	1317	327	293	282	82^	629	213	440	425	483	431	188^	621	369	498	417	446	363	39v	15v
1.00 - 1.30																																	
DAVID LETTERMAN II										A	3.7	19	276	1316	312	271	257	118^	607	287	451	427	467	408	179	626	380	500	431	462	368	23v	41^
M-WF 1.00A 30 NBC 55										B	3.7	19	279	1364	293	255	220	135	663	317	466	418	460	392	169	593	367	486	426	456	367	35^	33^
204 99 GV 55										C	3.7	19	279	1364	293	255	220	135	663	317	466	418	460	392	169	593	367	486	426	456	367	35^	33^
THU 1.30A 30										A	3.7	19	275	1327	297	255	238	125	604	297	449	422	457	397	176	629	376	497	435	470	371	23v	47^
1.00 - 1.30										A	3.7	19	284	1277	373	333	330	88^	619	245	458	445	505	449	190^	611	395	513	416	434	356	22v	18v
1.30 - 2.00																																	
FRIDAY NIGHT VIDEOS										A	3.7	19	222	1324	226^	180^	157^	137^	453	237^	376	355	372	318	324	529	405	458	359	390	288	220^	74v
FRI 1.30A 60 NBC 11										B	3.7	19	232	1451	274	237	196	167	611	343	467	412	447	365	245	606	427	525	442	466	368	117^	59^
178 97 PC 11										C	3.7	19	232	1451	274	237	196	167	611	343	467	412	447	365	245	606	427	525	442	466	368	117^	59^
1.30 - 2.00										A	3.7	19	239	1354	240^	182^	162^	152^	472	245^	381	364	390	330	314	536	396	456	360	397	302	208^	95^
2.00 - 2.30										A	3.7	19	204	1288	210^	178^	150^	119^	430	229^	369	346	351	302^	335	521	416	461	358	382	273^	234^	50v
G MICHAELS SPORTS MACHINE										A	3.7	19	142	1502	303^	241^	303^	43v	732	274^	428^	421^	530	502	208^	645	304^	451	415^	478	335^	29v	9v
SUN 11.30P 15 NBC 13										B	3.7	19	158	1462	298	252	257	79^	595	200	399	384	432	390	229	746	353	524	456	521	396	46^	30v
86 53 SC 13										C	3.7	19	158	1462	298	252	257	79^	595	200	399	384	432	390	229	746	353	524	456	521	396	46^	30v

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B

44 PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC.7-13,1987

DEC. 7-15, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS		WORKING WOMEN				W O M E N						M E N						T E E N S							
											18- 25	15- 24	18- 24	18- 24	21- 24	21- 24	25- 24	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17									
											(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17				
LATE FRINGE CONT'D											A	2.0	7	177	1515	311^	234^	200^	180^	767	305^	488	397	423	363	150^	555	282^	437	435	497	355^	14v	34v
TOP OF THE POPS-CONT'D 12.00 - 12.30											A	1.6	5	142	1370	304^	215^	237^	70v	630	195^	403^	371^	446^	422^	82v	537	224^	416^	387^	392^	341^	45v	28v
WILTON NORTH REPORT FRI 11.30P 60 FOX											B	1.6	5	142	1370	304^	215^	237^	70v	630	195^	403^	371^	446^	422^	82v	537	224^	416^	387^	392^	341^	45v	28v
117 83 GV											C	1.6	5	142	1370	304^	215^	237^	70v	630	195^	403^	371^	446^	422^	82v	537	224^	416^	387^	392^	341^	45v	28v
11.30 - 12.00											A	1.8	5	159	1353	322^	245^	255^	89v	656	214^	442	393^	463	432	11v	450	154^	345^	343^	344^	339^	51v	32v
12.00 - 12.30											A	1.3	4	115	1498	303^	191^	230^	50v	642	184^	381^	371^	456^	440^	187^	699	339^	546^	478^	488^	369^	40v	24v

PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC.7-13,1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING			W O M E N					M E N					T E E N S		C H I L D R E N				
									18-49	WOMEN		18	18	25	35	18	18	25	35	MALE	FEM.	MALE	FEM.	TOTAL				
DAY	TIME	DUR	NET	NO. OF		AVG. AUD.	SH %	AVG. 0,000	W/CH	18+	49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	2-	6-
MON-FRI EARLY MORNING																												
ABC WORLD NEWS-MORN-615A					A	1.5	16	133	52v	290	198v	622	156v	343	381	343	222v	510	114v	341	384	331	121v	34v	11v	16v	8v	22v
MON-FRI 6.15A 15 ABC 55					B	1.4	15	122	65v	267	225	616	179v	376	377	338	199v	510	149v	303	332	297	158v	16v	23v	12v	16v	13v
138 82 N 55					C	1.4	15	122	65v	267	225	616	179v	376	377	338	199v	510	149v	303	332	297	158v	16v	23v	12v	16v	13v
ABC WORLD NEWS MORN 645A					A	2.4	17	211	51v	229	164	584	120v	304	330	314	226	509	107v	267	306	302	181	46v	12v	35v	19v	46v
MON-FRI 6.45A 15 ABC 55					B	2.3	16	200	65v	273	219	616	160	386	400	343	182	478	128	245	274	283	169	33v	31v	26v	24v	33v
181 92 N 55					C	2.3	16	200	65v	273	219	616	160	386	400	343	182	478	128	245	274	283	169	33v	31v	26v	24v	33v
BEFORE HOURS					A	0.7	9	64	53v	315v	296v	616	151v	396v	325v	308v	216v	432v	247v	288v	317v	147v	62v	<<	38v	<<	<<	<<
MON-FRI 6.15A 15 NBC 55					B	0.7	9	60	71v	316v	281v	620	169v	389v	387v	305v	196v	400v	192v	239v	212v	107v	131v	15v	31v	<<	<<	<<
143 85 N 55					C	0.7	9	60	73v	316v	281v	620	169v	389v	387v	305v	196v	400v	192v	239v	212v	107v	131v	15v	31v	<<	<<	<<
CBS MORNING NEWS- 6:30AM					A	1.2	12	108	63v	287v	142v	610	168v	269v	285v	319	266v	382	97v	174v	170v	188v	175v	33v	7v	29v	<<	21v
MON-FRI 6.30A 30 CBS 60					B	1.2	11	103	37v	282	140v	616	119v	252	291	347	291	365	95v	160v	159v	192v	184v	15v	15v	35v	19v	34v
152 88 N 60					C	1.2	11	103	37v	282	140v	616	119v	252	291	347	291	365	95v	160v	159v	192v	184v	15v	15v	35v	19v	34v
CBS THIS MORNING-1					A	1.8	10	161	70v	147v	114v	653	166v	282	273	235	336	410	79v	205v	195v	193v	188v	26v	6v	42v	13v	48v
MON-FRI 7.30A 30 CBS 10					B	2.0	10	175	62v	147v	100v	659	134v	244	242	242	381	407	79v	188	181	180	203	21v	3v	27v	15v	29v
195 95 N 10					C	2.0	10	175	62v	147v	100v	659	134v	244	242	242	381	407	79v	188	181	180	203	21v	3v	27v	15v	29v
CBS THIS MORNING-2					A	2.4	11	213	51v	111v	72v	663	174	243	237	211	384	385	77v	143v	137v	119v	229	10v	5v	46v	16v	48v
MON-FRI 8.30A 30 CBS 10					B	2.3	11	206	54v	127v	72v	696	159	238	244	240	411	1	74v	146	131v	136v	233	10v	4v	35v	13v	34v
200 98 N 10					C	2.3	11	206	54v	127v	72v	696	159	238	244	240	411	1	74v	146	131v	136v	233	10v	4v	35v	13v	34v
GOOD MORNING, AMERICA-730					A	4.0	20	357	61v	254	185	717	155	359	379	376	312	414	111	188	203	210	195	8v	2v	18v	17v	18v
MON-F 7.30A 30 ABC 54					B	4.4	22	391	62v	245	191	713	155	375	395	376	285	410	102	194	206	215	198	17v	6v	21v	21v	24v
214 99 N 54					C	4.4	22	391	62v	245	191	713	155	375	395	376	285	430	102	194	206	215	198	17v	6v	21v	21v	24v
GOOD MORNING, AMERICA-730(B)					A	3.6	20	319	75v	292	241	775	229	491	526	418	205	407	142v	229	255	174v	129v	<<	15v	27v	9v	26v
TUE 7.30A 30 ABC																												
195 84 N																												
GOOD MORNING, AMERICA-830					A	4.0	19	354	65v	194	151	778	163	356	369	387	366	363	72v	143	152	198	182	2v	6v	21v	20v	20v
MON-FRI 8.30A 30 ABC 55					B	4.5	21	398	74	202	158	770	153	357	374	394	353	369	68	143	155	187	190	10v	5v	21v	22v	16v
209 97 N 55					C	4.5	21	398	74	202	158	770	153	357	374	394	353	369	68	143	155	187	190	10v	5v	21v	22v	16v
NBC NEWS AT SUNRISE					A	1.9	20	170	97v	330	282	620	123v	392	392	368	198	484	110v	201	244	244	229	5v	50v	11v	<<	12v
MON-FRI 6.00A 30 NBC 55					B	1.9	20	172	71v	320	267	642	157	387	410	351	204	472	108v	211	226	233	220	19v	45v	15v	11v	21v
197 98 N 55					C	1.9	20	172	71v	320	267	642	157	387	410	351	204	472	108v	211	226	233	220	19v	45v	15v	11v	21v
NBC NEWS SPEC REPORT-TU-1(5)					A	4.6	20	408	106v	139v	90v	721	169	294	322	280	374	396	120v	209	176	148v	187	3v	20v	27v	42v	18v
TUE 9.56A 84 NBC																												
199 99 N																												
GORBACHEV RECEPTION					A	4.1	20	363	124v	195	146v	719	195	348	366	327	329	423	178	255	217	118v	168v	11v	15v	30v	23v	10v
9.30 - 10.00					A	4.7	21	416	111v	162	112v	720	179	301	331	278	367	415	143v	222	188	138v	194	5v	25v	28v	44v	18v
10.00 - 10.30					A	4.6	20	408	98v	108v	61v	718	154v	279	304	274	383	370	89v	188	158	160	182	<<	15v	25v	41v	18v
10.30 - 11.00																												

A

PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	OF	T/C	NO.	AVG. AUD. %	SH %	AVG. AUD. 0,000		LOH	WORKING	W O M E N					M E N					T E E N S		C H I L D R E N								
											18-49	WOMEN	18-	18-	25-	35-	18-	18-	25-	35-	12-	12-	2-	2-	6								
#STNS	CVG%		TYPE							W/CH	18	18-	18-	25-	35-	18-	18-	25-	35-	12-	12-	2-	2-	6									
										<3	18+	49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	11				
MON-FRI EARLY MORNING CONT'D																																	
MAGAN/GORBACHEV-TU-9:50A(S)										A	4.0	18	354	49^	182	117^	784	122^	323	340	405	392	315	42v	106^	127^	158^	173^	15v	4v	32v	8v	5v
TUE 9.50A 70 ABC																																	
202 99 N										A	4.0	19	354	49^	151^	97^	735	108^	280	293	342	397	344	43v	106^	146^	170^	185	26v	17v	45v	<<	12v
9.30 - 10.00										A	4.3	19	381	40v	161^	97^	785	125^	304	325	387	419	296	39v	111^	129^	154^	155^	16v	2v	24v	9v	<<
10.00 - 10.30										A	3.7	16	328	58^	219	149^	800	122^	360	374	449	360	325	44v	101^	119^	158^	190^	11v	2v	35v	9v	5v
10.30 - 11.00																																	
TODAY SHOW-7.30AM										A	4.3	22	385	76^	205	152	681	141	330	349	349	309	489	86^	226	238	257	243	17v	7v	31^	12v	30^
MON-FRI 7.30A 30 NBC										B	4.5	22	399	63^	219	161	681	141	331	353	351	306	487	114	234	230	227	233	17^	13v	24^	20^	27^
205 99 N 55										C	4.5	22	399	63^	219	161	681	141	331	353	351	306	487	114	234	230	227	233	17^	13v	24^	20^	27^
TODAY SHOW-8.30AM										A	4.4	21	393	64^	149	124	729	103	319	347	390	372	462	104	233	243	232	204	13v	9v	19v	11v	12v
MON-FRI 8.30A 30 NBC										B	4.5	21	400	79	161	131	723	135	330	347	367	357	429	94	204	199	203	212	9v	9v	19^	16^	14v
201 98 N 55										C	4.5	21	400	79	161	131	723	135	330	347	367	357	429	94	204	199	203	212	9v	9v	19^	16^	14v

PROGRAM AUDIENCE ESTIMATES (Alpha)

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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC. 7-13, 1987

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
												18-49 WOMEN			WOMEN							MEN		TEENS			CHILDREN			
												18-49	WOMEN	18-49	15-24	18-34	18-49	25-34	35-44	45-54	55-64	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.
DAY	TIME	DUR	NET	OF	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	W/CH	18-49	18-49	15-24	18-34	18-49	25-34	35-44	45-54	55-64	TOTAL	55+	12-17	12-17	15-17	2-11	2-11	2-11	6-11			
MONDAY-FRIDAY DAYTIME CONT'D																														
CLASSIC CONCENTRATION-CONT'D																														
MW-F	10.30A	30	NBC	53	B	3.3	15	290	86^	140	113	82^	824	220	386	315	367	319	385	328	159	21v	20v	18v	42^	59^	66^	35^		
	140	75	QG	53	C	3.3	15	290	86^	140	113	82^	824	220	386	315	367	319	385	328	159	21v	20v	18v	42^	59^	66^	35^		
DAYS OF OUR LIVES																														
MTWTF	1.00P	60	NBC	54	A	6.5	22	572	92	176	149	161	864	280	483	350	413	372	318	281	105	15v	44^	31^	26^	48^	55^	19^		
	202	98	DD	54	B	6.7	23	590	94	190	157	161	851	292	489	366	432	373	296	277	106	21^	61	52	33^	39^	48	24^		
	202	98	DD	54	C	6.7	23	590	94	190	157	161	851	292	489	366	432	373	296	277	106	21^	61	52	33^	39^	48	24^		
TUE																														
	1.00P	30																												
& 2.30P																														
	1.00P	30																												
WED																														
	1.09P	51																												
	1.00 - 1.30				A	6.4	22	563	97	182	153	163	871	288	489	352	420	371	313	285	109	16^	40^	30^	25^	51^	57^	19^		
	1.30 - 2.00				A	6.7	23	594	83	170	146	157	852	273	481	351	410	377	312	283	100	11v	45^	28^	27^	42^	54	15^		
	2.30 - 3.00				A	5.9	20	523	108^	172	145	164	897	266	464	335	397	358	371	250	108^	24v	54^	52^	28v	65^	51^	42^		
GENERAL HOSPITAL																														
MON-FRI	3.00P	60	ABC	55	A	7.6	26	677	136	204	170	158	886	368	536	413	459	338	304	202	94	25^	58	47^	51	51	77	25^		
	217	99	DD	55	B	7.8	26	691	127	239	202	165	882	364	545	415	460	335	291	232	88	23^	65	47	48	46	62	33^		
	217	99	DD	55	C	7.8	26	691	127	239	202	165	882	364	545	415	460	335	291	232	88	23^	65	47	48	46	62	33^		
	3.00 - 3.30				A	7.5	26	668	138	205	172	156	890	368	542	416	462	343	303	200	91	22^	50^	41^	54	49^	81	22^		
1.30 - 4.00																														
GUIDING LIGHT																														
MON-FRI	3.00P	60	CBS	58	A	5.8	19	510	90	195	135	118	887	245	440	344	398	383	392	261	117	6v	29^	25^	34^	53^	35^	53^		
	207	99	DD	58	B	5.7	19	506	85	175	116	112	891	228	420	330	388	371	413	251	117	11v	31^	27^	31^	45^	41^	35^		
	207	99	DD	58	C	5.7	19	506	85	175	116	112	891	228	420	330	388	371	413	251	117	11v	31^	27^	31^	45^	41^	35^		
	3.00 - 3.30				A	5.7	20	509	84	190	135	117	885	242	440	341	393	384	392	265	118	8v	23^	21^	33^	54^	37^	51^		
	3.30 - 4.00				A	5.8	19	512	95	199	135	119	889	247	441	347	403	382	392	258	115	4v	34^	28^	35^	52^	33^	55^		
LOVING																														
MON-FRI	12.30P	30	ABC	55	A	4.1	15	361	160	214	197	127	824	390	567	453	487	304	223	219	67^	16v	24^	22v	79^	52^	105	25^		
	177	89	DD	55	B	4.2	16	371	150	241	219	145	853	392	581	452	488	331	236	234	65^	14v	30^	24^	85	47^	95	36^		
	177	89	DD	55	C	4.2	16	371	150	241	219	145	853	392	581	452	488	331	236	234	65^	14v	30^	24^	85	47^	95	36^		
MR. BELVEDERE M-F																														
MW-F	11.30A	30	ABC	69	A	3.1	13	271	143	227	186	98^	747	350	516	431	481	298	182	233	58^	31v	39^	30v	106^	55^	126	35^		
	139	71	CS	69	B	2.7	12	241	131	230	201	132	742	339	513	405	433	294	201	287	55^	29^	57^	36^	111	62^	125	48^		
	139	71	CS	69	C	2.7	12	241	131	230	201	132	742	339	513	405	433	294	201	287	55^	29^	57^	36^	111	62^	125	48^		
TUE																														
	11.30A	10																												
MR. BELVEDERE M-F(B)																														
TUE	11.40A	20	ABC		A	2.1	8	186	143^	223^	164^	151^	758	351	529	405	427	358	207^	164^	39v	21v	56v	46v	196^	55v	180^	71v		
	117	52	CS																											
NBC NEWS DIGEST-DAYTIME																														
MW-F	2.57P	1	NBC	33	A	4.4	17	434	79^	160	145	127	805	216	419	323	388	364	321	323	99	11v	66^	34^	10v	57^	50^	17v		
	190	96	N	33	B	4.4	16	403	71	200	175	134	823	237	440	342	402	373	323	303	104	26^	69	54^	22^	35^	33^	24^		
	190	96	N	33	C	4.4	16	403	71	200	175	134	823	237	440	342	402	373	323	303	104	26^	69	54^	22^	35^	33^	24^		
NEW CARD SHARKS																														
MW-F	10.30A	30	CBS	57	A	3.2	14	779	122	118	73^	71^	700	214	369	298	358	329	271	472	269	10v	<<	4v	40^	55^	75^	20v		
	10.30A	30	CBS	57	B	3.2	14	782	91	130	92	65^	705	200	334	276	346	325	301	450	260	17v	15v	15v	71^	58^	91	37^		
CONT'D																														

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE D

PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC.7-13, 1987

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C					K E Y	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING			W O M E N								M E N		T E E N S			C H I L D R E N			
									18-49	WOMEN		15-	18-	18	25	25	35-			TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.
									W/CH	18-	15-	18-	18	25	25	35-			12-	12-	15-	2	2-	2	6			
									<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11
MONDAY-FRIDAY DAYTIME CONT'D																												
NEW CARD SHARKS-CONT'D																												
161 77 QP 57 C 3.2 15 282 91 130 92 65^ 705 200 334 276 346 325 301 450 260 17v 15v 15v 71^ 58^ 91 37^																												
NEWSBREAK-11.57																												
MW-F 11.57A 2 CBS 56 B 4.8 20 423 68^ 152 105 62^ 725 158 299 243 295 306 375 471 238 7v 9v 7v 62^ 32^ 68^ 25^																												
180 86 N 56 C 5.0 22 446 60 167 122 72 759 182 324 258 309 306 384 413 211 14v 13v 12v 47^ 50^ 66 31^																												
180 86 N 56 C 5.0 22 446 60 167 122 72 759 182 324 258 309 306 384 413 211 14v 13v 12v 47^ 50^ 66 31^																												
NEWSBREAK-11.57(B)																												
TUE 11.57A 2 CBS A 4.4 18 390 43^ 159^ 108^ 52^ 670 93^ 221 182 231 308 400 433 219 19v 13v 18v 48^ 19v 43^ 24v																												
156 70 N																												
NEWSBREAK 3.44																												
MON 3.47P 1 CBS A 5.0 16 447 97 188 136 110 880 243 419 329 383 374 408 256 110 4v 30^ 24^ 36^ 62^ 35^ 63^																												
195 93 N 58 B 5.0 17 440 79 171 120 103 878 219 390 305 362 381 431 244 113 14v 29^ 24^ 30^ 45^ 37^ 38^																												
195 93 N 58 C 5.0 17 440 79 171 120 103 878 219 390 305 362 381 431 244 113 14v 29^ 24^ 30^ 45^ 37^ 38^																												
TUE 3.43P 1																												
WED 3.40P 1																												
THU 3.45P 1																												
FRI 3.41P 1																												
ONE LIFE TO LIVE																												
A 7.6 26 670 159 197 163 137 872 361 552 426 468 358 277 206 107 10v 25^ 18^ 77 76 122 31^																												
MON 2.00P 30 ABC B 7.6 27 676 141 228 198 153 883 374 565 431 478 354 270 236 94 14v 15^ 27^ 53 49 72 30^																												
215 99 DD 53 C 7.6 27 676 141 228 198 153 883 374 565 431 478 354 270 236 94 14v 15^ 27^ 53 49 72 30^																												
WED&FRI 2.00P 60																												
2.00 - 2.30																												
2.30 - 3.00																												
A 7.4 26 659 162 202 169 150 876 375 568 430 478 354 270 204 104 10v 22^ 21^ 76 72 121 27^																												
A 7.7 26 682 157 191 154 119 872 342 534 422 469 354 270 210 112 9v 30^ 13v 79 81 124 36^																												
ONE LIFE TO LIVE(B)																												
MON 2.30P 30 ABC A 6.5 22 576 155 225 189 173 892 415 599 448 480 360 261 154 71^ 18v 22v 40^ 68^ 42^ 90^ 21v																												
191 83 DD																												
ONE LIFE TO LIVE(B)																												
THU 2.00P 17 ABC A 6.0 21 532 155 241 195 120 961 405 636 516 567 415 273 224 109^ << 21v << 50^ 38^ 66^ 23v																												
196 83 DD																												
PRICE IS RIGHT 1																												
MON-FRI 11.00A 30 CBS B 5.1 22 448 82 138 83 64^ 706 162 287 228 266 279 381 457 256 11v 12v 8v 62^ 48^ 65^ 45^																												
207 97 AP 57 C 5.0 23 445 72 148 95 79 734 187 312 239 284 289 377 435 234 13v 14v 13v 65 61 82 44^																												
207 97 AP 57 C 5.0 23 445 72 148 95 79 734 187 312 239 284 289 377 435 234 13v 14v 13v 65 61 82 44^																												
PRICE IS RIGHT 2																												
MON-FRI 11.30A 30 CBS A 6.0 26 535 57^ 146 98 58^ 708 150 272 219 260 276 395 474 257 9v 11v 7v 68 42^ 67 44^																												
203 94 AP 58 B 6.3 28 557 58 154 106 75 738 177 303 234 280 288 389 444 239 13^ 14^ 13^ 59 53 75 37^																												
203 94 AP 58 C 6.3 28 557 58 154 106 75 738 177 303 234 280 288 389 444 239 13^ 14^ 13^ 59 53 75 37^																												
REAGAN/GOBACHEV-MO-4:30P(S)																												
MON 4.30P 31 ABC A 6.9 19 611 60^ 217 180 95^ 829 231 411 327 385 394 359 348 180 12v 31^ 20v 20v 38^ 23v 35^																												
175 92 N																												
4.30 - 5.00																												
CONT'D																												
A 6.8 18 602 61^ 219 182 96^ 837 234 415 329 389 397 362 351 182 12v 32^ 20v 20v 39^ 23v 36^																												

A-CURRENT REPORT B-QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC. 7-13, 1987

PROGRAM NAME										HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
				NO. OF T/C	KEY	AVG. AUD.		AVG. SH.		LOH WORKING 18-49 WOMEN			W O M E N						M E N		T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
DAY	TIME	DUR	NET			AUD. %	SH %	AUD. 0,000	W/CH	18-18+	18-49	15-24	18-34	18-49	25-34	25-34	35-44	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-6	FEM. 2-6	TOT. 2-6	TOT. 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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MONDAY-FRIDAY DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC. 7 13, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING			WOMEN							MEN		TEENS			CHILDREN				
						DAY	TIME	DUR	NET	NO. OF	AVG. AUD. %	SH %	AVG. AUD. %	18-49 W/CH	18-49 WOMEN	15-24	18-34 TOTAL	18-49	18-54	25-34	25-34	35-44	TOTAL	55+	MALE	FEM.	TOT.	MALE
#STNS	CVG%	TYPE	T/C	%	%	%	%	<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	12-17	12-17	15-17	2-6	2-6	2-6	6	
MONDAY-FRIDAY DAYTIME CONT'D																												
\$25,000 PYRAMID-CONT'D																												
	170	83	QP	57	C	3.3	15	290	87^	133	78^	67^	739	194	319	258	347	337	330	392	229	11v	10v	10v	59^	46^	70^	35^
WHEEL OF FORTUNE					A	5.1	22	448	57^	152	97	69^	784	173	283	231	313	285	418	389	193	10v	18v	20^	29^	32^	48^	13v
MON-FRI	11.00A	30	NBC	54	B	5.1	23	454	72	150	101	66	815	174	307	253	318	306	444	374	194	16^	18^	20^	33^	48^	55^	26^
	204	98	QG	54	C	5.1	23	454	72	150	101	66	815	174	307	253	318	306	444	374	194	16^	18^	20^	33^	48^	55^	26^
WHO'S THE BOSS? M-F					A	3.5	16	314	136	206	177	105^	719	324	491	396	436	280	189	247	66^	26v	32^	24v	102^	59^	126	35^
MON-FRI	11.00A	30	ABC	55	B	3.4	15	303	129	236	213	120	732	324	512	410	439	303	191	284	56^	32^	53^	36^	107	70^	128	49^
	157	83	CS	55	C	3.4	15	303	129	236	213	120	732	324	512	410	439	303	191	284	56^	32^	53^	36^	107	70^	128	49^
WIN, LOSE OR DRAW					A	3.7	16	326	115	166	116	131	831	275	410	296	378	305	339	316	143	20v	20v	26^	37^	63^	87^	13v
MON-FRI	11.30A	30	NBC	67	B	3.6	16	316	110	155	125	94	820	235	410	330	393	341	347	309	134	21^	24^	27^	43^	66^	74^	35^
	184	87	QG	67	C	3.6	16	316	110	155	125	94	820	235	410	330	393	341	347	309	134	21^	24^	27^	43^	66^	74^	35^
YOUNG AND THE RESTLESS					A	7.2	27	634	99	202	169	136	871	301	489	366	423	348	325	277	122	10v	19^	21^	35^	63	65	34^
MON-FRI	12.30P	60	CBS	58	B	7.6	29	670	98	192	150	121	864	269	448	339	394	357	360	275	125	15^	19^	22^	37^	53	64	26^
	210	99	DD	58	C	7.6	29	670	98	192	150	121	864	269	448	339	394	357	360	275	125	15^	19^	22^	37^	53	64	26^
	12.30 - 1.00				A	6.9	27	610	97	213	181	135	870	305	494	371	428	346	318	288	128	10v	17^	21^	37^	59	65	31^
	1.00 - 1.30				A	7.5	27	661	100	191	158	137	871	297	483	360	417	350	331	266	115	9v	20^	21^	33^	67	65	36^

PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC. 7-13, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		TEEN S					CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
									15-24		TOTAL	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
WEEKEND DAYTIME CHILDREN CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC. 7-13, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS.		WOMEN		MEN		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
#STNS	CVG%	TYPE	T/C						(2+)		15-24 TOTAL	18-49	15-24 TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
WEEKEND DAYTIME CHILDREN CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC. 7-13, 1987

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOT. WORK.	W O M E N				M E N										T E E N S		CHD			
									PERS ING WOM.		18-	25-	18-	18-	18-	21-	21-	25-	25-	35-	TOT. MALE	TOT.							
#STNS	CVG%	TYPE			%	%	0,000	(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11		
WEEKEND DAYTIME SPORTS																													
ABC COLLEGE BSKTBALL GAME						A	2.4	7	213	1528	156^	415	215^	391	213^	855	221^	313	456	731	331	414	235^	317	386	317	128^	57^	130^
SAT	2.30P	125	ABC	2	B	3.0	9	270	1482	189	377	245	354	197	810	156^	339	524	742	457	520	368	431	347	223	134^	92^	161^	
	186	91	SE	2	C	3.0	9	270	1482	189	377	245	354	197	810	156^	339	524	742	457	520	368	431	347	223	134^	92^	161^	
ST. JOHN VS UCLA/MARYLAND VS LSU						A	2.1	7	186	1641	221^	462	287^	437	263^	770	281^	384	503	621	353	423	221^	292^	294^	197^	207^	74v	202^
	2.30 - 3.00				A	2.0	6	177	1526	132^	379	231^	353^	218^	801	252^	356^	486	647	332^	398	234^	300^	347^	249^	216^	66v	130^	
	3.00 - 3.30				A	2.3	7	204	1453	135^	437	192^	410	208^	863	241^	298^	409	725	271^	350	169^	248^	370	375	75v	64v	78v	
	3.30 - 4.00				A	3.0	9	266	1530	147^	402	173^	382	184^	940	159^	255	435	851	346	444	276	374	478	407	66^	41v	122^	
	4.00 - 4.30				A	3.4	10	301	1500	142^	365	229	334	205^	935	158^	298	511	861	437	556	352	471	471	306	71^	33v	129^	
	4.30 - 5.00																												
CBS NCAA BASKETBALL-SAT						A	3.4	11	301	1403	93^	370	182^	369	170^	676	94^	229	400	657	382	419	306	344	324	237	175^	92^	182^
SAT	1.30P	130	CBS	1	B	3.4	11	301	1403	93^	370	182^	369	170^	676	94^	229	400	657	382	419	306	344	324	237	175^	92^	182^	
	203	99	SE	1	C	3.4	11	301	1403	93^	370	182^	369	170^	676	94^	229	400	657	382	419	306	344	324	237	175^	92^	182^	
LOUISVILLE VS KENTUCKY						A	3.2	11	284	1322	100^	347	177^	346	189^	606	101^	213^	381	572	347	378	280	310	287	194^	218^	132^	151^
	1.30 - 2.00				A	3.4	11	301	1462	98^	414	209^	412	180^	673	86^	231	397	656	380	418	311	350	300	238	191^			

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC. 7-13, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				E E N S F O R M A L E	C H D
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. ING		W O M E N					M E N										12- 17	12- 17	2- 11		
									PERS	WOM.	18	25-	18-	18-	18-	21-	21-	25-	25-	35	12-	12-	2-							
WEEKEND DAYTIME SPORTS CONT'D																														
CBS NFL FOOTBALL GAME 2-CONT'D																														
	4.30 -	5.00				A	11.8	26	1045	1548	172	441	235	419	225	937	76	338	589	895	547	623	514	590	459	271	75	54	95	
	5.00 -	5.30				A	11.2	25	992	1567	193	468	267	445	256	929	91	356	616	888	575	640	525	590	445	248	75	51	95	
	5.30 -	6.00				A	10.7	23	948	1506	188	475	274	451	267	947	96	354	625	902	580	645	529	594	469	257	79	54	104	
	6.00 -	6.30				A	10.7	21	948	1603	220	501	293	467	284	928	86	343	598	889	559	636	512	590	465	253	62	37	112	
	6.30 -	7.00				A	12.2	23	1081	1627	235	531	311	486	284	906	67	327	579	880	553	626	513	586	451	254	72	43	117	
	7.00 -	7.30				A	16.8	29	1488	1579	253	624	301	596	280	821	64	275	464	798	441	503	400	462	380	295	49	32	85	
MERCEDES-BENZ ALL-AMER.(S)						A	1.6	5	142	1416	142	415	188	415	212	672	170	239	391	546	265	353	221	309	359	193	191	164	138	
SAT 2.00P 30 ABC																														
117 63 SE																														
NBA ON CBS						A	5.3	15	470	1383	137	325	179	318	172	727	146	375	483	690	446	477	337	368	241	214	181	141	150	
SAT 3.40P 141 CBS 1						B	5.3	15	470	1383	137	325	179	318	172	727	146	375	483	690	446	477	337	368	241	214	181	141	150	
204 98 SE 1						C	5.3	15	470	1383	137	325	179	318	172	727	146	375	483	690	446	477	337	368	241	214	181	141	150	
HOUSTON ROCKETS VS CHICAGO BULLS						A	4.1	12	363	1297	135	332	163	332	189	637	171	331	431	585	379	394	260	275	196	191	171	128	156	
3.30 - 4.00						A	4.7	14	416	1377	149	316	176	316	191	698	178	358	462	660	424	463	285	324	236	197	212	156	150	
4.00 - 4.30																														

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC. 7-13, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S			CHD TOT.
											AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING WOM. (2+) 18+	W O M E N				M E N											TOT. MALE						
DAY	TIME	DUR	NET	OF	NO.	#STNS	CVG%	TYPE	T/C						18-	25	18-	18-	21-	21-	25-	25	35-	12-	12-	2-										
															49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11					
WEEKEND DAYTIME SPORTS CONT'D																																				
NFL SINGLE-CONT'D																																				
1.30 - 2.00										A	12.7	31	1125	1420	159	413	222	396	203	828	116	309	492	771	435	510	376	451	385	261	85	74	94			
2.00 - 2.30										A	14.2	35	1258	1442	180	439	241	426	219	844	111	281	485	796	437	515	374	452	432	281	80	67	79			
2.30 - 3.00										A	13.7	32	1214	1494	212	467	262	451	230	876	112	292	513	823	459	543	401	485	456	279	76	65	75			
3.00 - 3.30										A	14.7	33	1302	1542	212	466	263	446	234	892	120	278	537	832	477	552	417	492	475	281	92	74	92			
3.30 - 4.00										A	14.9	32	1320	1564	222	484	263	462	235	899	114	264	536	846	483	566	422	505	493	280	81	66	101			
4.00 - 4.30										A	14.7	30	1302	1609	213	489	264	473	235	903	119	285	569	853	519	586	450	517	481	267	103	76	115			
NFL POST 1(B)										A	3.4	8	301	1480	233	430	270	397	242	863	94^	270	564	861	562	598	469	506	435	263	97^	68^	90^			
SUN 4.19P 16 NBC																																				
85 51 SC																																				
VARIOUS TEAMS AND TIMES										A	3.6	8	319	1519	232	439	283	409	257	881	93^	282	577	878	575	612	484	521	440	266	92^	60^	107^			
4.00 - 4.30										A	3.0	7	266	1320	228^	386	223^	350	187^	794	96^	225^	514	794	514	548	418	452	421	246	110^	91^	30^			
4.30 - 5.00																																				
USA-CLBA AMATEUR BOXING(S)										A	3.6	9	319	1334	167^	385	219	350	219	795	84^	168^	439	773	417	521	355	458	481	253	63^	33^	91^			
SAT 4.35P 85 ABC																																				
201 97 SE																																				
4.00 - 5.00										A	3.3	9	242	1386	161^	386	233	355	253	844	117^	215^	473	812	436	555	356	475	488	257	57^	28^	95^			
5.00 - 5.30										A	3.6	10	319	1310	170^	380	222	341	215	768	75^	132^	405	754	390	500	330	440	482	254	63^	28^	99^			
5.30 - 6.00										A	3.8	9	337	1336	170^	395	209	359	201	792	69^	172^	453	774	435	522	383	470	480	252	68^	41^	82^			

PROGRAM AUDIENCE ESTIMATES (Alpha)

DEC. 7-13, 1987

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		PERS TOT.	
DAY	TIME	DUR	NET	NO. OF T/C	K E Y	AVG. AUD. %	SH %	AVG. AUD 0,000	TOT. WORK- PERS ING WOM. (2+)	W O M E N										M E N								TOT. 12- 17			
										18- 34	18- 49	21- 49	25- 54	25- 64	35- 55+	TOTAL	18- 34	18- 49	21- 49	25- 49	25- 54	35- 64	55+								
WEEKEND DAYTIME OTHER																															
BUSINESS WORLD		12.30P	30	ABC	10	A	1.3	4	115	1512	129v	681	76v	190v	681	186v	254v	332v	423v	170	160v	273v	761	264v	236v	316v	376v	417v	21v		
SUN		128	72	N	10	B	1.4	4	121	1298	159v	560	111v	223v	554	198v	221v	249	315	618	140v	334	609	326	303	350	335	236	46v		
						C	1.4	4	121	1298	159v	560	111v	223v	554	198v	221v	249	315	618	140v	334	609	326	303	350	335	236	46v		
FACE THE NATION		10.30A	30	CBS	12	A	2.4	8	213	1376	194v	734	66v	214v	724	195v	198v	304	517	567	162v	336	546	316	283v	286v	215v	228v	40v		
SUN		121	82	CC	12	B	2.6	9	228	1318	202	660	104v	218	647	188	234	278	396	574	127	245	566	236	202	236	228	295	34v		
						C	2.6	9	228	1318	202	660	104v	218	647	188	234	278	396	574	127	245	566	236	202	236	228	295	34v		
HEALTH SHOW SPCL(S)		12.30P	30	ABC		A	1.8	6	159	1538	245v	660	360v	429	597	292v	342v	208v	180v	533	195v	360v	503	331v	320v	320v	247v	173v	124v		
SAT		147	67	N																											
MEET THE PRESS		9.30A	30	NBC	12	A	1.4	5	124	1321	183v	673	162v	225v	659	193v	266v	236v	374v	482v	177v	198v	482v	198v	170v	224v	221v	230v	24v		
SUN		138	88	CC	12	B	1.8	7	157	1328	214	671	151v	241	662	208	269	270	369	521	159v	257	497	233	216	264	244	216	39v		
						C	1.8	7	157	1328	214	671	151v	241	662	208	269	270	369	521	159v	257	497	233	216	264	244	216	39v		
SUNDAY MORNING		9.00A	90	CBS	12	A	4.0	17	354	1307	210	652	80v	186	647	168v	216	309	418	611	103v	289	598	276	256	325	379	253	13v		
SUN		179	96	N	12	B	4.1	17	365	1320	217	665	120	233	660	209	268	290	373	558	116	257	555	254	228	276	282	253	22v		
		9.00	9.30			C	4.1	17	365	1320	217	665	120	233	660	209	268	290	373	558	116	257	555	254	228	276	282	253	22v		
						A	3.6	17	319	1301	183v	655	75v	181v	655	168v	216	298	427	592	108v	265	578	250	240	314	340	254	<<		
9.30 - 10.00						A	4.1	17	363	1325	226	659	90v	180v	647	173v	228	312	414	636	103v	308	624	294	278	339	400	268	12v		
10.00 - 10.30						A	4.2	16	372	1326	223	659	77v	180v	647	173v	228	312	414	619	102v	300	604	285	255	329	402	245	22v		
SUNDAY TODAY		8.00A	90	NBC	13	A	1.7	10	151	1145	229v	527	117v	196v	527	184v	233v	271v	381v	548	203v	332v	548	332v	279v	343v	262v	151v	<<		
SUN		122	88	N	13	B	1.6	9	139	1299	226	614	159v	259	603	225	293	297	386v	528	171v	284	523	278	240	303	253	182v	43v		
						C	1.6	9	139	1299	226	614	159v	259	603	225	293	297	386v	528	171v	284	523	278	240	303	253	182v	43v		
8.00 - 8.30						A	1.4	11	124	1078	204v	541	133v	157v	541	142v	207v	271v	371v	521	198v	296v	521	296v	212v	288v	257v	148v	<<		
8.30 - 9.00						A	1.8	10	159	1136	220v	514	108v	206v	514	202v	238v	271v	371v	535	222v	320v	535	320v	263v	323v	225v	154v	<<		
9.00 - 9.30						A	1.9	9	168	1202	257v	528	113v	215v	528	199v	249v	286v	386v	581	190v	371v	581	371v	343v	402	300v	151v	<<		
THIS WEEK-DAVID BRINKLEY						A	2.8	9	248	1334	87v	659	43v	138v	649	122v	123v	271v	370v	606	143v	263	606	263	243v	292	241v	295	36v		
SUN		11.30A	60	ABC	10	B	3.3	11	289	1345	144	676	83v	165	664	134	168	267	476	574	119	260	568	254	222	264	246	273	40v		
		199	99	N	10	C	3.3	11	289	1345	144	676	83v	165	664	134	168	267	476	574	119	260	568	254	222	264	246	273	40v		
11.30 - 12.00						A	2.7	9	239	1361	120v	690	73v	174v	669	141v	143v	282v	514	557	168v	270	557	270	232v	269	182v	249v	56v		
12.00 - 12.30						A	2.9	10	257	1308	56v	630	16v	105v	630	105v	105v	267	525	653	120v	256	652	255	254	313	296	338	18v		

NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. DEC. 7, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
MI	62.2	63.7	63.6	64.8	65.8	66.0	65.3	65.7	66.0	66.4	65.9	65.8	63.4	61.5	57.6	53.7

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

MACGYVER (R)(PAE)				NFL MONDAY NIGHT FOOTBALL NY JETS VS MIAMI (9:00-12:17)(PAE)												
10,370				15,330												
11.7	10.8 *		12.7 *	17.3	16.9 *		19.4 *		20.5 *						18.1 *	
18	17 *		20 *	31	26 *		29 *		32 *						31 *	
10.8	10.8	12.4	12.9	16.2	17.5	18.8	19.9	20.3	20	19.0	17.2					

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

KATE & ALLIE FRANK'S PLACE				NEWHART		DESIGNING WOMEN (PAE)		CAGNEY & LACEY (R)				
14,090		12,050		14,000		13,820		11,960				
15.9		13.6		15.8		15.6		13.5	12.4 *			14.6
24		21		24		24		23	20 *			26
15.7	16.2	13.7	13.6	15.4	16.2	15.5	15.7	12.7	12.2	14		14.6

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

ALF		NBC MONDAY NIGHT MOVIES EYE ON THE SPARROW										NBC MONDAY NIGHT MOVIES SPL 42FC3				
15,240		12,670												7,530		
17.2		14.3	12.7 *		14.4 *		14.6 *		15.5 *	8.5						
26		22	19 *		22 *		22 *		25 *	15						
16.8	17.5	12.9	12.5	14.3	14.5	14.5	14.8	15.8	15.3	9.3	7.7					

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

16.3	14.8	11.9	13.6	13.7	13.3	11.2	10.5
26	23	18	21	21	20	18	19

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.3	3.2	3.1	3.6	3.6	3.3	3.0	2.7
7	5	5	5	5	5	5	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5	2.4	2.9	3.3	2.4	2.2	2.0	1.6
2	4	4	5	4	3	3	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.7	5.9	6.5	7.5	5.2	4.7	4.7	5.1
9	9	10	11	8	7	8	9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1	2.1	2.2	2.8	3.7	4.1	4.6	4.6
3	3	3	4	6	6	7	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 11

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. DEC 8, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	58.2	60.0	61.8	62.5	63.1	63.9	65.1	66.2	64.4	64.7	64.2	63.5	59.9	55.6	52.6	50.4

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

WHO'S THE BOSS?

GROWING PAINS

BARBARA WATERS SPECIAL
(9:00-9:32) (PAE)
(9:52-10:20)

...SOMEONE'S...
(10:20-11:20) (PAE)

17,990	18,690	19,490														
20.3	21.1	22.0	22.6 *			21.7 *										
32	32	35	35 *			34 *										
19.7	20.9	20.7	21.6	22.2	22.9	22.7	21.4	21.8								

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

HOUSTON KNIGHTS → JAKE AND THE FATMAN (PAE) → LAW & HARRY MCGRAW →

6,650				8,770												
7.5	7.3 *			7.7 *	9.9	9.9 *			9.9 *	10.0	9.7 *				10.4 *	
12	11 *			12 *	15	15 *			16 *	18	14 *				20 *	
7.5	7.1	7.4		7.9	9.9	9.9	9.8		9.9	9.4	9.9	10.5			10.3	

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

MATLOCK → HUNTER SPECIAL → CRIME STORY →

15,590				13,020												
17.6	17.0 *			18.2 *	14.7	14.2 *			15.2 *	12.6	12.5 *				12.7 *	
27	27 *			28 *	23	22 *			24 *	23	22 *				25 *	
16.5	17.4	18.2		18.2	14.1	14.3	15.0		15.4	12.6	12.4	12.6			12.8	

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.1	14.0	10.9	10.8	9.5	9.7	10.0	9.1
24	23	17	16	15	15	17	18

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.4	2.9	2.4	2.3	1.6	2.0	1.9	1.9
8	5	4	4	2	3	3	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1	2.7	3.6	3.3	2.8	2.5	2.4	2.0
4	4	6	5	4	4	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.3	5.4	5.3	5.6	5.8	6.2	6.3	5.4
9	9	8	9	9	10	11	10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1	2.3	3.0	3.4	3.8	3.5	2.6	2.4
4	4	5	5	6	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. DEC.9, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	58.6	60.2	60.3	61.2	61.9	63.5	63.9	64.8	63.1	62.8	61.6	60.6	58.2	57.1	55.6	53.8

ABC TV

AVERAGE AUDIENCE (Hhids (000) & %)	{															
SHARE AUDIENCE	%															
AVG. AUD. BY 1/4 HR	%															

PERFECT STRANGERS

HEAD OF THE CLASS

HOOPERMAN

SLAP MAXWELL (PAE)

DYNASTY (PAE)

11,700	11,960	14,180	12,400	13,910												
13.2	13.5	16.0	14.0	15.7	15.2 *										16.3 *	
21	21	25	23	28	26 *										30 *	
12.9	13.5	13.1	13.8	15.4	16.6	13.9	14.2	14.8	15.7	16.3	16.2					

CBS TV

AVERAGE AUDIENCE (Hhids (000) & %)	{															
SHARE AUDIENCE	%															
AVG. AUD. BY 1/4 HR	%															

FROSTY THE SNOWMAN (R)

NIGHT BEFORE CHRISTMAS (R)

GRAMMY LIFETIME AWARDS (PAE)

14,350	14,880	8,420														
16.2	16.8	9.5	10.7 *			10.4 *		8.9 *		8.0 *						
26	26	16	17 *			17 *		15 *		15 *						
15.9	16.5	16.9	16.7	11.1	10.4	10.4	10.3	9.6	8.1	8.1	8.0					

NBC TV

AVERAGE AUDIENCE (Hhids (000) & %)	{															
SHARE AUDIENCE	%															
AVG. AUD. BY 1/4 HR	%															

HIGHWAY TO HEAVEN

ST. ELSEWHERE

BRONX ZOO SPCL

12,400				11,870				11,430								
14.0	13.5 *			14.6 *	13.4	12.9 *		13.9 *	12.9	13.0 *		12.8 *				
22	22 *			23 *	22	20 *		23 *	23	23 *		23 *				
13.1	13.9	14.5	14.7	13.0	12.8	14.0	13.8	12.9	13.2	12.8	12.8					

INDEPENDENTS

(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	16.6	15.5	12.2	11.6	13.1	13.9	12.6	11.2
SHARE AUDIENCE %	28	26	19	18	21	23	22	20

SUPERSTATIONS

AVERAGE AUDIENCE	4.0	3.6	3.0	3.1	4.0	4.1	2.2	2.2
SHARE AUDIENCE %	7	6	5	5	6	7	4	4

PBS

AVERAGE AUDIENCE	1.7	2.2	3.7	3.9	3.9	3.1	2.8	2.0
SHARE AUDIENCE %	3	4	6	6	6	5	5	4

CABLE ORIG.

AVERAGE AUDIENCE	3.2	5.7	5.9	6.4	7.5	7.1	7.0	6.5
SHARE AUDIENCE %	9	9	9	10	12	12	12	12

PAY SERVICES

AVERAGE AUDIENCE	2.3	2.2	2.7	2.9	3.7	3.1	2.8	2.8
SHARE AUDIENCE %	4	4	4	5	6	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 11

NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. DEC 10, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
11:01	57.3	58.8	59.4	60.3	62.2	64.1	64.2	64.9	63.6	64.1	63.9	64.5	64.0	62.4	59.0	57.0

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

SLEDGE HAMMER <--REAGAN/GORBACHEV-->
(H-8:30P)
(SUS)(PAE)

<--ABC THURSDAY NIGHT MOVIE (B)-->
BEST DEFENSE
(9:22-11:22)(PAE)

5,580		6,290														
6.3		7.1														
10		12														
6.4	6.2	6.3	6.8	7.1	7.4	7.3	7.0	6.8								

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

<--TOUR OF DUTY-->(PAE)

<--SIMON & SIMON-->
(9:22-10:22)(PAE)

<--KNOTS LANDING-->
(10:22-11:22)(PAE)

9,390				11,610				14,710								
10.6	10.0 *		11.3 *	13.1				16.6							16.8 *	
17	16 *		17 *	20				29							29 *	
10.0	10.1	11.1	11.4	9.7	11.2	12.6	16.3	14.7	16.5	17.2						

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

BILL COSBY
SHOW

A DIFFERENT
WORLD

REAGAN
ADDRESS-NBC
(SUS)

CHEERS

NIGHT COURT

L.A. LAW
(10:30-11:30)

26,580		24,720				20,470		20,290		16,750						
30.0		27.9				23.1		22.9		18.9	19.0 *					
47		43				36		36		34	32 *					
28.4	31.6	27.8	28.0			22.3	23.9	22.6	23.3	19.1	18.9					

INDEPENDENTS

(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	15.0	13.7	10.2	11.0	13.6	11.7	8.7	7.8
SHARE AUDIENCE %	26	23	16	17	21	18	14	13

SUPERSTATIONS

AVERAGE AUDIENCE	3.9	3.3	2.5	3.0	3.5	3.1	1.7	1.1
SHARE AUDIENCE %	7	6	4	5	5	5	3	2

PBS

AVERAGE AUDIENCE	1.9	2.5	3.3	3.4	3.9	2.9	2.2	1.8
SHARE AUDIENCE %	1	4	5	5	6	5	3	3

CABLE ORIG.

AVERAGE AUDIENCE	5.2	5.0	5.0	5.8	8.3	7.7	7.0	6.2
SHARE AUDIENCE %	9	8	8	9	13	12	11	11

PAY SERVICES

AVERAGE AUDIENCE	2.2	1.9	2.2	2.3	3.8	3.5	3.9	3.0
SHARE AUDIENCE %	4	3	3	4	6	5	6	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.1	53.3	54.2	55.4	55.3	56.2	56.7	58.2	58.4	58.6	58.3	58.2	56.5	54.9	53.6	52.4

ABC TV

	FULL HOUSE	MARRIED DORA	MR. BELVEDERE	PURSUIT OF HAPPINESS (PAE)	20/20 (PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	11,330 9.4	11,060 9.1	9,300 10.5	7,530 8.5	12,050 13.6
SHARE AUDIENCE %	17	16	18	15	25
AVG. AUD. BY 1/4 HR	9.0	9.7	9.2	9.0	10.2

CBS TV

	CHARLIE BROWN'S CHRISTMAS (R)	DR. SEUSS GRINCH-XMAS (R)	DALLAS (PAE)	FALCON CREST
AVERAGE AUDIENCE (Hhds (000) & %)	15,060 17.0	16,040 18.1	14,180 16.0	12,670 14.3
SHARE AUDIENCE %	31	32	27	28
AVG. AUD. BY 1/4 HR	16.8	17.3	15.7	16.2

NBC TV

	RAGS TO RICHES	MIAMI VICE (R)	PRIVATE EYE
AVERAGE AUDIENCE (Hhds (000) & %)	7,000 7.9	12,400 14.0	9,480 10.7
SHARE AUDIENCE %	14	24	20
AVG. AUD. BY 1/4 HR	7.9	13.3	14.5

INDEPENDENTS (INCL. SUPERSTATIONS)

	14.9	13.7	11.7	11.7	10.8	11.2	10.7	8.7
AVERAGE AUDIENCE	28	25	21	20	18	19	19	16
SHARE AUDIENCE %								

SUPERSTATIONS

	3.4	2.6	2.8	3.3	3.3	3.4	3.6	2.0
AVERAGE AUDIENCE	6	5	5	6	6	6	6	4
SHARE AUDIENCE %								

PBS

	1.9	2.6	3.5	3.2	2.2	2.3	1.9	1.5
AVERAGE AUDIENCE	4	5	6	6	4	4	3	3
SHARE AUDIENCE %								

CABLE ORIG.

	3.2	4.9	5.9	6.0	5.4	5.5	5.3	4.7
AVERAGE AUDIENCE	10	9	11	10	9	9	10	9
SHARE AUDIENCE %								

PAY SERVICES

	1.3	1.5	3.1	4.0	4.7	4.6	4.5	4.1
AVERAGE AUDIENCE	3	3	6	7	8	8	8	8
SHARE AUDIENCE %								

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols See page 11

A 12 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. DEC. 12, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HIIT	49.6	49.8	49.5	50.9	54.4	55.1	54.9	55.4	56.3	57.1	56.4	56.7	54.1	53.9	53.1	52.5	48.2	44.7

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

OHARA				SABLE (PAE)				HOTEL (PAE)			
7,800				7,180				7,800			
8.8	8.2 *			9.4 *	8.1	7.7 *		8.5 *	8.8	8.5 *	9.2 *
16	15 *			17 *	14	14 *		15 *	16	16 *	17 *
7.7	8.8	9.3		9.6	7.8	7.7	8.2	8.7	8.3	8.7	9.3

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS SATURDAY MOVIE MRS. DELAFIELD WANTS TO MARRY (R)(PAE)								WEST 57TH			
6,110								6,020			
6.9	7.1 *			6.7 *		6.3 *		7.4 *	6.8	6.9 *	6.6 *
12	13 *			12 *		11 *		13 *	13	13 *	13 *
7.3	6.9	6.8		6.7	6.3	6.2	7.5	7.3	7.1	6.7	6.6

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FACTS OF LIFE		227	GOLDEN GIRLS		AMEN		HUNTER (R)	
12,490		13,820	18,520		14,620		15,150	
14.1		15.6	20.9		16.5		17.1	16.6 *
26		28	37		29		32	31 *
13.2	14.9	15.2	16.0	20.4	21.3	16.6	16.4	16.5

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.3	14.0	10.5	9.7	9.8	10.5	9.9	9.0	8.8
27	28	19	18	17	19	18	17	19

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2	3.8	2.5	2.0	2.4	2.8	2.3	2.2	2.5
8	8	5	4	4	5	4	4	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.4	3.6	4.2	3.8	3.6	3.9	2.9	2.3	2.2
7	7	8	7	6	7	5	4	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.1	6.0	5.7	4.9	4.5	4.5	5.0	4.9	3.7
12	12	10	9	8	8	9	9	8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3	3.5	6.2	6.6	6.7	7.1	7.2	5.9	5.3
7	7	11	12	12	13	13	11	11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

A 14 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. DEC. 12, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	38.5	35.7	32.1	29.5	26.7	24.5	21.2	18.8	16.6	15.0	13.4	12.6	11.4	10.5

ABC TV

(1)

AVERAGE AUDIENCE	{	1,950
(Hhds (000) & %)	%	2.2
SHARE AUDIENCE	%	7
AVG. AUD. BY 1/4 HR	%	2.2

CBS TV

AVERAGE AUDIENCE	{	
(Hhds (000) & %)	%	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

← SATURDAY NIGHT → (PAE)
(11:30-12:48) (PAE)

AVERAGE AUDIENCE	{	6,910
(Hhds (000) & %)	%	7.8
SHARE AUDIENCE	%	24
AVG. AUD. BY 1/4 HR	%	9.5

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	7.7	6.8	6.1	5.1	4.4	4.0	3.3
SHARE AUDIENCE %	21	22	24	26	28	31	30

SUPERSTATIONS

AVERAGE AUDIENCE	2.0	1.9	1.7	1.5	1.4	1.2	0.9
SHARE AUDIENCE %	5	6	7	8	9	9	8

PBS

AVERAGE AUDIENCE	1.9	1.3	0.7	0.5	0.4		0.1
SHARE AUDIENCE %	5	4	3	3	3		1

CABLE ORIG.

AVERAGE AUDIENCE	3.7	3.0	2.7	2.2	1.6	1.4	1.4
SHARE AUDIENCE %	10	10	11	11	10	11	13

PAY SERVICES

AVERAGE AUDIENCE	5.1	4.2	4.1	3.9	3.7	3.2	2.7
SHARE AUDIENCE %	14	14	16	20	23	25	25

U.S. TV HOUSEHOLDS: 88,000,000
(1) ABC WEEKEND REPORT SAT, ABC (11:30-11:45)

For explanation of symbols, See page 11

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
RHI	60.2	61.8	63.4	64.0	66.1	66.8	67.9	68.9	68.0	68.2	68.4	67.5	64.7	62.7	60.7	58.8	53.2	44.7

ABC TV

		DISNEY SUNDAY MOVIE THE CHRISTMAS STAR (R)										DOLLY (PAE)		BUCK JAMES (PAE)			
AVERAGE AUDIENCE (Hhds (000) & %)	{	8,950										10,630		7,620			
SHARE AUDIENCE	%	10.1	9.4 *		9.8 *		10.5 *		10.8 *	12.0	11.1 *		12.8 *	8.6	8.8 *		8.5 *
AVG. AUD. BY 1/4 HR	%	16	15 *		15 *		16 *		16 *	18	16 *		19 *	14	14 *		14 *
	%	9.2	9.6	9.8	9.9	10.2	10.8	10.9	10.6	10.3	12.0	12.8	12.9	9.2	8.4	8.4	8.6

CBS TV

		(1) 60 MINUTES		MURDER, SHE WROTE				CBS SUNDAY MOVIE HALLMARK HALL OF FAME-FOX FIRE (PAE)									
AVERAGE AUDIENCE (Hhds (000) & %)	{	20,820				19,400			17,100								
SHARE AUDIENCE	%	23.5		23.5 *		21.9		21.2 *	19.3		19.9 *		19.4 *		18.8 *		
AVG. AUD. BY 1/4 HR	%	37		37 *		32		31 *	30		29 *		30 *		31 *		
	%	16.8	22.4	23.8	23.3	24.5	20.5	20.6	21.9	24.5	19.9	20.1	19.7	19.8	19.0	18.8	18.6

NBC TV

		TIS-SEASON TO BE SMURFY		A MOUSE, A MYSTERY & ME		FAMILY TIES				NBC SUNDAY NIGHT MOVIE THE FATHER CLEMENTS STORY							
AVERAGE AUDIENCE (Hhds (000) & %)	{	8,240		9,920		15,390			14,800								
SHARE AUDIENCE	%	9.3		11.2		17.3		15.8 *	18.7 *	16.7	16.2 *		17.0 *		17.1 *		16.5 *
AVG. AUD. BY 1/4 HR	%	15		18		26		24 *	27 *	26	24 *		25 *		27 *		28 *
	%	8.9	9.7	10.7	11.7	14.4	17.2	18.5	19.0	15.5	16.9	17.1	16.9	17.2	17.1	16.8	16.2

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	13.3		14.0		11.1		10.7		10.4		9.9		8.3		6.9		4.7
SHARE AUDIENCE %	22		22		17		16		15		15		13		12		10

SUPERSTATIONS

AVERAGE AUDIENCE	3.1		3.3		3.0		3.2		3.2		3.0		2.5		2.1		1.2
SHARE AUDIENCE %	5		5		5		5		5		4		4		4		2

FBS

AVERAGE AUDIENCE	2.1		2.4		3.3		3.4		2.3		2.5		2.2		1.9		1.3
SHARE AUDIENCE %	4		4		5		5		3		4		3		3		3

CABLE ORIG.

AVERAGE AUDIENCE	5.1		6.3		7.0		8.1		8.5		8.0		8.8		8.4		5.7
SHARE AUDIENCE %	10		10		11		12		12		12		14		14		12

PAY SERVICES

AVERAGE AUDIENCE	2.4		2.4		2.6		2.3		2.9		3.4		3.8		3.7		2.6
SHARE AUDIENCE %	3		4		4		3		4		5		6		6		5

U.S. TV HOUSEHOLDS: 111,000,000
(1) CBS NFL FOOTBALL GAME, VARIOUS TEAMS AND TIMES, (PAE), CBS, (MULTI SEGMENT)

For explanation of symbols, See page 6

A 10 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. DEC. 13, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	36.1	29.8	25.4	22.7	19.8	17.5	15.3	13.5	12.0	10.6	9.5	8.3	7.5	6.7				

ABC TV

(1)

AVERAGE AUDIENCE	{	1,510
(Hhlds (000) & %)	{	1.7
SHARE AUDIENCE	%	6
AVG. AUD. BY 1/4 HR	%	1.7

CBS TV

CBS
SUNDAY
NEWS

AVERAGE AUDIENCE	{	2,570
(Hhlds (000) & %)	{	2.9
SHARE AUDIENCE	%	7
AVG. AUD. BY 1/4 HR	%	2.9

NBC TV

(2) (PAE)

AVERAGE AUDIENCE	{	1,420
(Hhlds (000) & %)	{	1.6
SHARE AUDIENCE	%	5
AVG. AUD. BY 1/4 HR	%	1.6

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	4.8	4.4	3.5	2.9	2.3	1.9	1.4
SHARE AUDIENCE %	15	18	19	20	20	21	20

SUPERSTATIONS

AVERAGE AUDIENCE	1.4	1.8	1.5	1.4	1.2	0.9	0.7
SHARE AUDIENCE %	4	7	8	10	11	10	10

PBS

AVERAGE AUDIENCE	1.2	0.8	0.6	0.4	0.3	0.2	0.1
SHARE AUDIENCE %	4	3	3	3	3	2	1

CABLE ORIG.

AVERAGE AUDIENCE	3.4	2.8	2.1	1.6	1.6	1.2	1.0
SHARE AUDIENCE %	10	12	11	11	14	13	14

PAY SERVICES

AVERAGE AUDIENCE	3.0	2.7	2.2	1.9	1.4	1.4	1.2
SHARE AUDIENCE %	9	11	12	13	12	16	17

U.S. TV HOUSEHOLDS (IN THOUSANDS)
(1) ABC WEEKEND REPORT SUN. AM (11:30-11:45)
(2) G MICHAELS SPORTS MACHINE SAT. (11:30-11:45)

For explanation of symbols See page 11

A 28 Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC. 7-11, 1987

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.8	9.2	11.1	13.5	16.5	18.6	19.3	19.6	20.2	20.8	21.0	21.4	22.0	22.7	22.5	22.7	21.8	22.3

ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA 730 (CO-OP) (PARTICIPATING) (PAE) (MW-F)	GOOD MORNING AMERICA 830 (CO-OP) (PARTICIPATING) (PAE)	(PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,330	2,110		3,570	3,540	
SHARE AUDIENCE	%	1.5	2.4		4.0	4.0	
AVG. AUD. BY 1/4 HR	%	16	17		20	19	
		1.5	2.4		3.9	4.1	

CBS TV		CBS MORNING NEWS- 6:30AM	CBS THIS MORNING-A (SUS)	CBS THIS MORNING	CBS THIS MORNING-B (SUS)	CBS THIS MORNING-2	\$25,000 PYRAMID (MW-F) (PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,080		1,610		2,130	2,950
SHARE AUDIENCE	%	1.2		1.8		2.4	3.3
AVG. AUD. BY 1/4 HR	%	12		10		11	15
		1.1	1.3	1.9	1.8	2.2	3.1
						2.6	3.6

NBC TV		NBC NEWS AT SUNRISE (PAE)	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)	TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)	SALE OF THE CENTURY (MW-F) (PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,700	3,850	3,930	2,590
SHARE AUDIENCE	%	1.9	4.3	4.4	2.9
AVG. AUD. BY 1/4 HR	%	20	22	21	13
		1.6	4.4	4.4	2.8
		2.3	4.3	4.4	1.0

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.5	2.8	4.8	5.7	5.7	5.3	5.1	5.0	5.1
SHARE AUDIENCE %	18	23	27	29	28	25	23	22	23

SUPERSTATIONS

AVERAGE AUDIENCE	0.6	1.1	1.5	1.5	1.5	1.5	1.4	1.4	1.4
SHARE AUDIENCE %	8	9	8	8	7	7	6	6	6

PBS

AVERAGE AUDIENCE	0.1	0.1	0.3	0.6	0.9	1.2	1.4	1.4	1.2
SHARE AUDIENCE %	1	0	2	3	4	6	6	6	5

CABLE ORIG.

AVERAGE AUDIENCE	1.1	1.3	1.9	1.8	1.9	2.0	2.2	2.4	2.5
SHARE AUDIENCE %	13	11	11	9	9	9	10	11	11

PAY SERVICES

AVERAGE AUDIENCE	0.7	0.7	0.9	1.1	1.3	1.3	1.1	1.1	1.2
SHARE AUDIENCE %	8	6	5	6	6	6	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-6:30A. ABC (9:15-9:30)
(2) ABC WORLD NEWS-MORN-8:45A. ABC (8:45-9:00)

For explanation of symbols, See page 8

NATIONAL TV AUDIENCE ESTIMATES

DAY MON - FRI DEC 7 - 11, 1987

1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
28.7	29.6	30.4	31.5	31.7	33.6	35.6	37.6	39.2	41.4	43.8	46.5	52.6	54.6	55.5	56.0								

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	6,770																						
{	7.6	7.5	*		7.8	*																	
%	26	26	*		25	*																	
%	7.5	7.6	7.7		7.8																		

← GENERAL HOSPITAL →

(PAE)

(PAE)

ABC WORLD
NEWS TONIGHT

9,250
10.4
19
10.2 10.6

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	5,100																						
{	5.8	5.7	*		5.8	*																	
%	19	20	*		19	*																	
%	5.8	5.7	5.8		5.8																		

← GUIDING LIGHT
(PAE) →

(PAE)

(PAE)

CBS EVENING
NEWS - RATHER

10,350
11.7
21
11.6 11.8

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	4,520																						
{	5.1	4.9	*		5.3	*																	
%	17	17	*		17	*																	
%	4.9	5.0	5.2		5.3																		

← SANTA BARBARA →

(PAE)

(PAE)

NBC NIGHTLY
NEWS

9,320
10.5
19
10.4 10.6

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.5	7.3	8.4	10.1	11.2	11.9	14.1	15.6
22	23	26	28	28	26	26	28

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0	2.1	2.3	2.7	2.8	2.7	2.8	3.3
7	7	7	7	7	6	5	6

FBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6	0.7	0.9	1.0	1.2	1.2	1.4	1.4
2	2	3	3	3	3	3	2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.5	3.9	4.1	4.4	4.4	5.1	5.3	5.2
12	12	12	12	11	11	10	9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2	1.4	1.1	1.3	1.3	1.4	1.7	2.0
4	4	3	4	3	3	3	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.9	8.2	9.3	11.1	13.3	15.9	17.4	20.2	22.4	24.4	26.2	28.2	28.6	29.0	28.5	28.0	27.4	27.7

ABC TV

AVERAGE AUDIENCE	{																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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CBS TV

AVERAGE AUDIENCE	{	1,510	2,840	3,810	4,780	5,490	3,990	3,540	
(Hhds (000) & %)	{	1.7	3.2	4.3	5.4	6.2	4.5	4.0	
SHARE AUDIENCE	%	12	17	18	20	22	16	14	
AVG. AUD. BY 1/4 HR	%	1.4	1.9	2.8	3.6	4.1	4.5	3.9	4.1

NBC TV

AVERAGE AUDIENCE	{			2,920	3,810	4,960	5,400	5,580	5,490	4,160		
(Hhds (000) & %)	{			3.3	4.3	5.6	6.1	6.3	6.2	4.7		
SHARE AUDIENCE	%			23	23	24	22	22	22	17		
AVG. AUD. BY 1/4 HR	%			2.9	3.7	3.9	4.7	5.4	5.9	6.1	4.8	4.5

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	1.9	2.5	3.5	4.1	4.9	6.0	6.2	6.6	6.3
SHARE AUDIENCE %	25	25	24	22	21	22	22	23	23

SUPERSTATIONS

AVERAGE AUDIENCE	0.7	0.9	1.0	1.2	1.4	1.5	1.5	1.6	1.5
SHARE AUDIENCE %	9	9	7	6	6	6	5	6	5

PBS

AVERAGE AUDIENCE	0.2	0.4	0.6	0.7	0.9	1.1	1.1	1.2	1.8
SHARE AUDIENCE %	3	4	4	4	4	4	4	4	7

CABLE ORIG.

AVERAGE AUDIENCE	1.2	1.3	1.9	2.0	2.6	3.4	3.7	3.9	4.6
SHARE AUDIENCE %	18	13	13	11	11	13	13	14	17

PAY SERVICES

AVERAGE AUDIENCE	1.3	1.7	1.8	2.0	2.4	2.5	2.0	2.0	2.0
SHARE AUDIENCE %	20	17	12	11	10	9	7	7	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 11

DAY SAT. DEC. 12, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HOT	27.9	28.7	27.4	27.7	27.4	27.3	27.2	28.0	28.3	29.7	29.3	29.8	30.2	30.6	31.2	31.3	32.1	33.3

ABC TV

ABC TV	BUGS BUNNY TWENTY SHOW	ANIMAL CRACK- UPS	HEALTH SHOW SPCL	(1)	MERCEDES BENZ ALL- AMER.	ABC COLLEGE BSKIBALL GAME ST. JOHN VS UCLA/MARYLAND VS ISU (2:30-4:35) (PAC)
AVERAGE AUDIENCE (Hhds (000) & %)	4,430 5.0	3,370 3.8	1,590 1.8	1,680 1.9	1,420 1.6	2,130 2.4
SHARE AUDIENCE %	18	14	6	8	5	2.1
AVG. AUD. BY 1/4 HR	4.6	5.4	3.8	1.9	1.8	1.7
				2.0	2.0	2.0
						2.3
						2.5

CBS TV

CBS TV		TEEN WOLF		CBS STORYBREAK MONSTERS RING		KIDD VIDEO		CBS NCAA BASKETBALL SAT LOUISVILLE VS KENTUCKY (1:30-3:40) (PAE)										(?)	
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,920		2,570		2,130		3,010							4,700				
SHARE AUDIENCE	%	3.3		2.9		2.4		3.4	3.2	*		3.4	*	3.2	*	3.5	* 5.3	4.1	*
AVG. AUD. BY 1/4 HR	%	12		11		9		11	11	*		11	*	11	*	11	* 15	12	*
	%	3.2	3.4	3.0	2.8	2.4	2.5	3.1	3.4	3.5	3.2	3.1	3.3	3.4	3.6	3.5	4.3		

NBC TV

NBC TV		NEW ARCHIES		FOOFUR (PAE)		I'M TELLING		NBC COLLEGE BSKBL SAT NOTRE DAME VS DE PAUL (1:30-3:48)										
AVERAGE AUDIENCE (Hhds (000) & %)	{	3,010		2,480		2,040		2,840										
SHARE AUDIENCE %	%	3.4		2.8		2.3		3.2	2.9 *		3.0 *		3.1 *		3.2 *		3.9 *	
AVG. AUD. BY 1/4 HR	%	12		11		8		11	10 *		10 *		10 *		10 *		.?	
	%	3.4	3.3	2.7	3.0	2.3	2.3	3.0	2.9	2.9	3.0	3.0	3.1	3.1	3.3	4.0	3.7	

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	6.6	6.5	7.5	7.8	9.1	9.1	10.2	10.1	10.7
SHARE AUDIENCE %	23	24	27	28	31	31	34	32	33

SUPERSTATIONS

[illegible]

PAGE

	20	16	15	14	17	18	22	23	21
AVERAGE AUDIENCE	2.0	1.6	1.5	1.4	1.7	1.8	2.2	2.3	2.1
SHARE AUDIENCE %	7	6	5	5	6	6	7	7	6

CABLE ORIG.

AVERAGE AUDIENCE	4.7	5.1	6.2	6.1	5.4	5.8	6.3	6.1	6.0
SHARE AUDIENCE %	17	18	23	22	19	20	21	20	18

PAY SERVICES

AVERAGE AUDIENCE	2.2	2.0	1.7	2.1	2.2	2.5	2.7	3.0	3.1
SHARE AUDIENCE %	8	7	6	8	8	8	9	10	9

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND SPECIALS, THE RETURN OF THE BUNJEE, PT 2, ABC, (1:00-1:30), (R)
(2) NBA ON CBS, HOUSTON ROCKETS VS CHICAGO BULLS, (PAE), CBS, (3:40-6:01)

For explanation of symbols, See page 9.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45					
HUT	33.7	34.4	35.2	36.4	36.6	37.8	39.3	42.1	44.5	46.6	48.4	49.5					

ABC TV

(1)

USA-CUBA AMATEUR BOXING
(4:35-6:00)(PAE)ABC WRLD NEWS
TONIGHT-SAT
(PAE)

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

		3.0	3.190	3.6	3.3	*	3.8	*	3.8	*	5,400	
		9	*	9	9	*	10	*	9	*	6.1	
											12	
	2.8	3.3	3.1	3.4	3.5		3.7	3.8	3.8		5.9	6.3

CBS TVHOUSTON ROCKETS VS CHICAGO BULLS
(3:40-6:01)(PAE)CBS SAT. NEWS-
SCHIEFFER

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

		4.7	*	5.2	*	5.7	*	6.3	*	6,200	
		14	*	15	*	15	*	18	*	7.0	
										14	
	4.7	4.7	4.9	5.4	5.8	5.6	6.0	6.5	7.2	6.7	7.3

NBC TVNBC NIGHTLY
NEWS-SAT.

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

										9,300	
										10.5	
										21	
										10.4	10.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.9	11.4	12.0	12.9	12.5	13.7
32	32	32	32	27	28

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7	4.1	4.0	4.1	3.7	4.5
11	11	11	10	8	9

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5	2.6	2.3	2.5	2.5	2.8
7	7	6	6	5	6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.6	6.5	7.3	8.0	7.9	6.8
16	18	20	20	17	14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1	3.0	2.2	2.0	2.1	2.4
10	8	6	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC COLLEGE BSKTBALL GAME, 51, JOHN VS UCLA/MARYLAND VS LSU, (PAE), ABC, (2:30-4:35)

For explanation of symbols, See page 8

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.6	6.4	7.5	8.8	10.9	13.5	16.1	17.9	20.3	22.1	23.2	24.9	25.4	26.8	26.4	27.0	27.6	28.1

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,540																		
4.0	3.6	*				4.1	*			4.2	*	2.4						
17	17	*				17	*			16	*	8						
3.3	3.9		3.9			4.3		4.2		4.1		2.4				2.4		

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,510																		
1.7	1.4	*			1.8	*		1.9	*	1.4								
10	11	*			10	*		9	*	5								
1.2	1.6		1.8		1.7		1.8	2.0		1.5		1.4						

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4		2.2		3.5		5.6		6.8		8.1		9.0		9.5		10.0
23		27		29		33		32		34		34		36		36

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.4	^	0.6	^	1.1		1.8		2.2		2.8		2.8		2.8		3.2
7	^	7	^	9		11		10		12		11		10		12

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	v	0.4	^	0.9		1.4		1.6		1.6		1.6		1.6		1.2
2	v	5	^	7		8		8		7		6		6		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4		1.7		2.5		3.0		3.9		4.7		5.2		5.7		5.5
23		21		20		18		18		20		20		21		20

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1		1.6		1.8		2.1		2.7		3.1		2.8		2.7		2.9
22		20		15		12		13		13		11		10		10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8

DAY SUN. DEC. 13, 1987

DAY: SUN. DEC. 15, 1987																			
TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	
HUT		29.0	29.3	29.7	30.6	31.6	33.4	34.6	36.2	37.5	38.7	39.4	40.1	40.4	40.0	40.7	41.6	42.3	42.9

ABC TV

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

AVERAGE AUDIENCE	{	2,480				1,150
(Hhlds (000) & %)		2.8	2.7	*	2.9	* 1.3
SHARE AUDIENCE	%	9	9	*	10	* 4
AVG. AUD. BY 1/4 HR	%	2.7	2.7		2.9	3.0 1.4 1.3

CBS TV

CBS NFL TODAY

-CBS NFL FOOTBALL GAME 1
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)

[illegible]

NBC TV

NFL LIVE

VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)

	1964-65	1965-66	1966-67	1967-68	1968-69	1969-70	1970-71	1971-72	1972-73	1973-74	1974-75	1975-76	1976-77	1977-78	1978-79	1979-80	1980-81	1981-82	1982-83	1983-84	1984-85	1985-86	1986-87	1987-88	1988-89	1989-90	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30	2030-31	2031-32	2032-33	2033-34	2034-35	2035-36	2036-37	2037-38	2038-39	2039-40	2040-41	2041-42	2042-43	2043-44	2044-45	2045-46	2046-47	2047-48	2048-49	2049-50	2050-51	2051-52	2052-53	2053-54	2054-55	2055-56	2056-57	2057-58	2058-59	2059-60	2060-61	2061-62	2062-63	2063-64	2064-65	2065-66	2066-67	2067-68	2068-69	2069-70	2070-71	2071-72	2072-73	2073-74	2074-75	2075-76	2076-77	2077-78	2078-79	2079-80	2080-81	2081-82	2082-83	2083-84	2084-85	2085-86	2086-87	2087-88	2088-89	2089-90	2090-91	2091-92	2092-93	2093-94	2094-95	2095-96	2096-97	2097-98	2098-99	2099-00	2100-01	2101-02	2102-03	2103-04	2104-05	2105-06	2106-07	2107-08	2108-09	2109-10	2110-11	2111-12	2112-13	2113-14	2114-15	2115-16	2116-17	2117-18	2118-19	2119-20	2120-21	2121-22	2122-23	2123-24	2124-25	2125-26	2126-27	2127-28	2128-29	2129-30	2130-31	2131-32	2132-33	2133-34	2134-35	2135-36	2136-37	2137-38	2138-39	2139-40	2140-41	2141-42	2142-43	2143-44	2144-45	2145-46	2146-47	2147-48	2148-49	2149-50	2150-51	2151-52	2152-53	2153-54	2154-55	2155-56	2156-57	2157-58	2158-59	2159-60	2160-61	2161-62	2162-63	2163-64	2164-65	2165-66	2166-67	2167-68	2168-69	2169-70	2170-71	2171-72	2172-73	2173-74	2174-75	2175-76	2176-77	2177-78	2178-79	2179-80	2180-81	2181-82	2182-83	2183-84	2184-85	2185-86	2186-87	2187-88	2188-89	2189-90	2190-91	2191-92	2192-93	2193-94	2194-95	2195-96	2196-97	2197-98	2198-99	2199-00	2200-01	2201-02	2202-03	2203-04	2204-05	2205-06	2206-07	2207-08	2208-09	2209-10	2210-11	2211-12	2212-13	2213-14	2214-15	2215-16	2216-17	2217-18	2218-19	2219-20	2220-21	2221-22	2222-23	2223-24	2224-25	2225-26	2226-27	2227-28	2228-29	2229-30	2230-31	2231-32	2232-33	2233-34	2234-35	2235-36	2236-37	2237-38	2238-39	2239-40	2240-41	2241-42	2242-43	2243-44	2244-45	2245-46	2246-47	2247-48	2248-49	2249-50	2250-51	2251-52	2252-53	2253-54	2254-55	2255-56	2256-57	2257-58	2258-59	2259-60	2260-61	2261-62	2262-63	2263-64	2264-65	2265-66	2266-67	2267-68	2268-69	2269-70	2270-71	2271-72	2272-73	2273-74	2274-75	2275-76	2276-77	2277-78</
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INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	10.1	9.9	10.0	9.4	7.8	7.9	8.7	8.4	8.9
SHARE AUDIENCE %	35	33	31	27	20	20	22	20	21

SUPERSTATIONS

AVERAGE AUDIENCE SHARE AUDIENCE %	3.1 11	3.4 11	3.4 10	3.4 10	1.9 5	1.7 4	1.9 5	2.2 5	2.6 6
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PBS

AVERAGE AUDIENCE SHARE AUDIENCE %	1.5 5	1.3 4	1.7 5	1.4 4	1.2 3	1.2 3	1.2 3	1.2 3	1.3 3
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CABLE ORIG.

AVERAGE AUDIENCE SHARE AUDIENCE %	5.9 20	6.4 21	5.5 17	3.9 11	4.4 12	4.4 11	4.6 11	5.2 13	5.3 12
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PAY SERVICES

AVERAGE AUDIENCE	2.6	2.4	1.7	1.6	1.5	1.8	1.7	1.8	1.4
SHARE AUDIENCE %	9	8	5	5	4	5	4	4	3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	43.1	44.1	44.7	44.7	44.6	45.7	46.6	48.0	50.1	51.7	53.1	54.7

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

ABC WRLD NEWS
TONIGHT-SUN
(PAE)

7,000
7.9
14
7.8 8.1

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

(1)

CBS NFL FOOTBALL GAME 2
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)

10,450
11.3 * 11.8 11.8 * 11.2 * 10.7 * 10.7 * 12.2 *
26 * 24 26 * 25 * 23 * 21 * 23 *
11.7 11.9 11.9 11.5 10.8 10.4 10.9 10.4 10.9 11.6 12.6

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

(2)

NBC NIGHTLY
NEWS-SUN

14.7 *
30 *
15.0 12.0 5,940
6.7
12
6.5 7.0

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.2 10.7 10.5 11.1 11.0 12.0
21 24 23 23 22 22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9 3.5 3.2 2.7 2.7 2.7
7 8 7 6 5 5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5 1.6 1.8 2.0 1.7 1.7
3 4 4 4 3 3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.4 5.9 5.7 5.8 4.9 5.3
12 13 13 12 10 10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3 1.3 1.5 2.0 2.8 2.6
3 3 3 4 6 5

U.S. TV HOUSEHOLDS: 88,600,000
(1) CBS NFL FOOTBALL GAME 1,VARIOUS TEAMS AND TIMES,(PAE),CBS,(MULTI SEGMENT)
(2) NFL SINGLE,VARIOUS TEAMS AND TIMES,(PAE),NBC,(MULTI SEGMENT)

For explanation of symbols, See page B.